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भारत संचार निगम लिमिटेड
(भारत सरकार का उद्यम)
BHARAT SANCHAR NIGAM LIMITED
(A Government of India Enterprise)

राजेश वधवा

निदेशक (सीओएफओ)

Rajesh Wadhwa
Director (CFA)

Dear Sri _____

DO No. 64-80/09-BB
Dated the 7th February 2011

Sub. : Promotion of recent tariff reduction in Post-Paid as well as Pre-Paid Broadband tariff

While going through the performance of Broadband service during current financial year, it is observed that physical as well as financial achievements are much below the targets and unless more concerted efforts are undertaken by your circle during remaining period, achievement of BSNL shall be woefully short of the target.

During my various interactions with field units as well as through various communications received, it was pointed out that Broadband tariffs are a bottleneck in getting high additional demand especially higher download charges and high entry barrier for both home and business/Corporate customers. Also, it was pointed out that a number of disconnections were taking place due to high per MB charges in low end tariff plans (like BBG 250 plan) resulting in huge bills due to inadvertent high usage by subscribers. Keeping these in view, BSNL Corporate Office has recently reformulated Broadband tariff plans with following major changes-

Regular Plans

- **Substantial reduction in download charges** - Download charges in many tariff plans have now been reduced to 10 paise/MB.
- **Reformulation of General Plans** - Introduction of new tariff plan BBG COMBO ULD 850 for providing unlimited download to business customers at as high a speed as 1 mbps has lowered the entry threshold from Rs 2150 to Rs 850, which is a reduction of more than 60% in existing tariffs.
- Many unlimited usage plans, which were restricted to home users, have been allowed for all subscribers.
- Speed has been increased in many existing plans.
- Free download and /or free calls have been increased in many existing plans.

Promotional Schemes

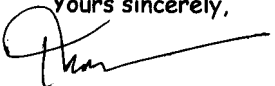
- All the Prepaid recharge vouchers recharged from 07.02.2011 are being provided additional download and addition validity ranging from 50-100% depending on recharge denomination.
- Installation charge on Broadband has been waived off.
- New Broadband customers are being offered free usage for first 15 days.
- Security deposit is allowed to be taken in three installments.
- Free Value Added Services for new users registered.

These measures shall go a long way in supplementing our efforts towards achieving the target, provided these measures are communicated to target users/customers. It is required that suitable pamphlets, banners etc highlighting these tariff changes are developed and distributed through telephone bills/CSCs/ newspaper inserts. Broadcast SMS campaign, advertisement/ scrolls in cable TV, regional newspapers etc can help in promoting new offerings, which may result in achieving Broadband growth.

Beside these initiatives from corporate office, you may also take innovative steps at circle level to increase Broadband customer base and Broadband revenue.

I shall be happy to receive your feedback on this and an action taken report on the subject by 20th Feb 2011.

With best wishes,

Yours sincerely,

(Rajesh Wadhwa)

Shri.....,
Chief General Manager,
Bharat Sanchar Nigam Ltd.

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