Sales & Marketing - Consumer Mobility 3rd Floor, New CTS Building

16, Greams Road, Chennai – 600 006 Phone: 044-28297878 Fax: 044-28297979



भारत संचार निगम लिमिटेड (भारत सरकार का उद्यम) BHARAT SANCHAR NIGAM LIMITED

(A Government of India Enterprise)

S&M-CM/166/3G Data Card/12-13/88

dt @ Chennai-6 the 17.12.2012.

Sub: Offering 3.6Mbps data card at reduced price as a back-up to ADSL postpaid Broadband customers - reg. Ref: C.O. Lr No.: 26-18/2010-T&C-CM Circular No.61/12-13 dt 17.09.2012.

Approval of the competent authority is hereby conveyed for the implementation of a promotional scheme of offering 3.6Mbps data card at reduced price as a back-up to ADSL postpaid Broadband customers in Tamilnadu Circle with effect from 18-12-2012 to 17.03.2013, on promotional basis for 90 days.

The details are as given below:-

A. For ADSL Broadband customers with FMC>= Rs.600/- plan (monthly payment option)

- Sale price of 3.6Mbps 3G date card: Rs.800/-(Excl. of VAT)
- SUK with 1GB free data usage embedded in the SIM with a validity of 30 days- Rs.132 (Exclusive of S.Tax)
- SUK price includes price of Normal SIM and if the customer wants USIM SIM, then an additional Rs.59 is to be charged.
- The bundled free data usage of 1GB is to be used within 30 days from the date of activation
- Plan voucher Rs.51 (inclusive of S.Tax) (200 MB free data usage to be used within 30days from the date of activation) shall be purchased for activation of data plan.

B. For ADSL Broadband customers under annual payment option or longer period commitment with any FMC plan

- > Sale price of 3.6 Mbps 3G data card:-Rs.500/-(Excl. of VAT)
- > SUK with 1GB free data usage embedded in the SIM with a Validity of 30 days Rs.132 (Exclusive of S.Tax)
- > SUK price includes price of normal SIM and if the customer wants USIM SIM, then an additional Rs.59 is to be charged.
- The bundled free data usage of 1GB is to be used within 30 days from the date of activation
- ➤ Plan voucher Rs.51 (inclusive of S.Tax) (200 MB free data usage to be used within 30 days from the date of activation) shall be purchased for activation of data plan.

After this month, customers are required to recharge their data card at market operated rates offered by BSNL to all data customers.

- 3. The data cards may be offered through BSNL CSC only, after verification of credential of the customer i.e. the past paid bill of the BSNL ADSL Broadband connection in respect of existing customer and proof of having taken BSNL Broadband connection in respect of new customer, till the stocks lasts, against purchase of SUK, plan voucher and on submission of CAF.
- 4. It is also to be ensured that only one Data Card as per this order is to be offered against one ADSL connection.

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5. All the terms and conditions currently applicable to Broadband customers and 3G data card customers shall remains the same.

The actual process flow in sancharsoft and the explanatory snap shot is herewith enclosed in annexure. This is for information for all concerned please.

(V.Balasubramanian)

DGM(Marketing-CM), TN Circle

Chennai-6

044-28290825,9486100625

Total asubra

To

GM (NW-O CM), Trichy -1/Coimbatore – For information please.

GM(S&M-CM), Chennai Telephones, Chennai – For information please.

GM (F) / Sr. GM (TR) TN Circle, Chennai for information please.

DGM/DE Billing & IT, South Zone Billing Center, - Trichy for information & for necessary action please.

DGM/DE IN Incharge - Trichy & Bangalore - for information & necessary action please.

DGM (N/W Ops-CM)/DE Commercial -Coimbatore - For information & necessary action please.

Heads of SSAs, -- for kind information and necessary action please.

DGM (Sales) & AGM (Sales), Chennai-6 -For information and informing Sales Heads, franchisee managers and retail managers and other Channel partners along with commission structure as applicable

DGM (CS), Chennai-6 - For information and informing Call Centre/Customer Service Centre Officials and ensure uploading the information on the website "tamilnadu.bsnl.co.in".

DGM (ITPC) HYB - For information and ensure uploading the information on the BSNL PORTAL.

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Annexure

Broad Band Land line offer Process flow

- 1. BB data offer sub menu will be made available in CSC login under
- 2. "MISC INVD" menu.
- 3. CSC has to issue 2 G / 3 G Dummy SIM cards only (not 2G/3G Recon SIM)
- 4. CSC has to enter Land line number with STD code (including '0' along with Land line number) Example: 04222450005.Name and address along with account number will be displayed in front end of SS.CSC has to double confirm the same with original Land line Bill produced by Customer, as stipulated by the BSNL Corporate Office.
- 5. IMEI number of 3.6 Mbps data card is to be entered.
- 6. Sancharsoft will validate Data card for IMEI number, stock, location and data card type.
- 7. Number selection is from CYMN.
- 8. As this offer is eligible for both Broad band Customers with Monthly /yearly rental, it is the responsibility of CSC Staff to select proper plan accordingly. Sancharsoft will not entertain any complaint for wrong selection of plan by CSC staff.
- 9. CSC has to make data entry and activation of numbers will be as per new CAF guidelines.
- 10. Receipt will be generated for Rs 500+132 for yearly rental BB Customers and 800+132 for Monthly rental Customers for 2 G SIM.
- 11. For 3 G SIM the receipt will be Rs 500+132+59 for yearly rental BB Customers and 800+132+59 for Monthly rental BB Customers.
- 12. Data Plan voucher Rs.51/- (FRC) is not bundled.
- 13. The numbers will be created under "Unified plan" in IN and customer has to apply PV Rs.51/- thru' CTOP-UP after making first call i.e after dialing *123#
- 14. CSC has to verify genuineness of the customer after confirming the Land line Bill payment.
- 15. Check has been made to ensure that only one data card can be issued to one land line number. Within SSA from any CSC, customer can get data card. CSC has to enter the correct Landline number.

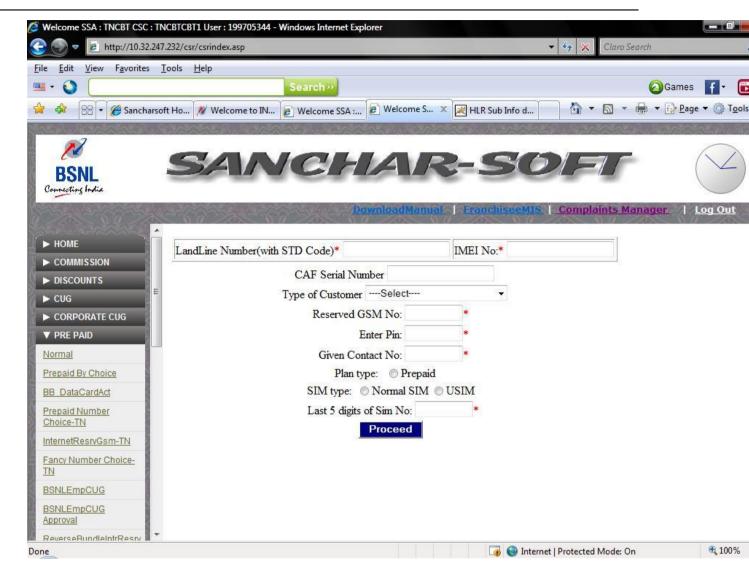
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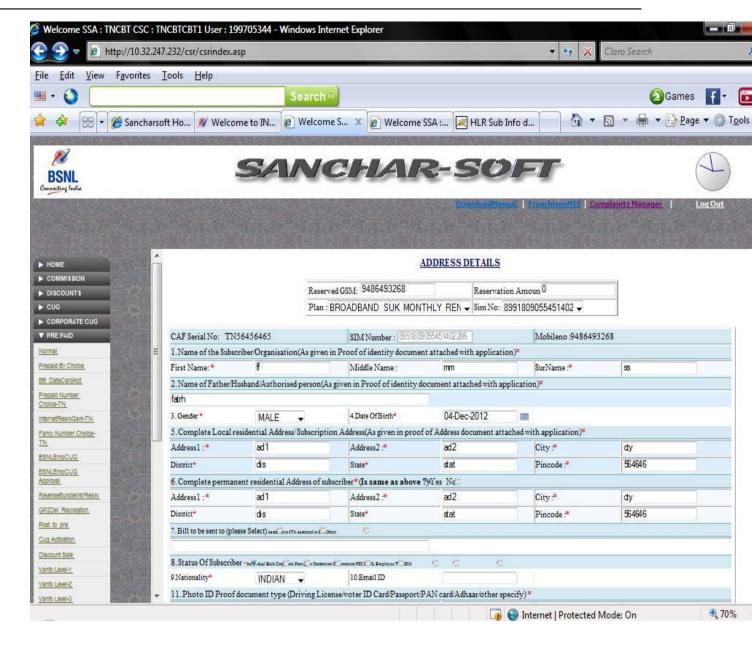
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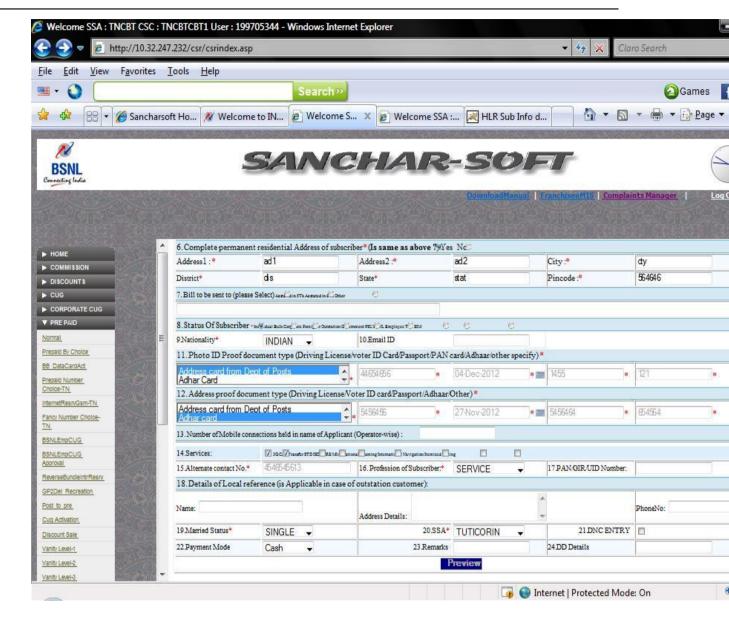
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