



No. 64-359/2015/BB-Misc.

Dated: 19-07-2017

To

All CGMs (Telecom Circles/Metro Telephone Districts),

**Subject:** Schemes for "waival of Installation charges" and "ADSL WiFi modem @ Rs. 1500/- with 100% cashback" under unlimited LL/Broadband services, Wide Publicity-regarding.

**Ref:**

- a) Letter no. 1-1/2017-R&C (CFA) [Circular R&C-CFA No.73/17-18] Dated 18-07-2017.
- b) Letter no. 1-1/2017-R&C (CFA) [Circular R&C-CFA No. 74/17-18] Dated 18-07-2017.

1. Vide above referred circulars, BSNL has introduced as following schemes:-

- a) "ADSL WiFi modem @ Rs. 1500/- with 5 year warranty and 100% cashback" to the Broadband customers who subscribe under any broadband plan with FMC Rs.675/- & above, outrightly purchases the ADSL WiFi modem from BSNL @ Rs. 1500/-, will be offered Rs. 50/- cash back per month for maximum 30 Months or till the BB connection remain active, whichever is earlier. This scheme will be effective for a period of Six months.
- b) Waival off installation charges for the new LL/Wireline Broadband/FTTH connections (voice/ Broadband/combo) in all the circles for a period of One year.

2. The above schemes are very attractive and have the potential to not only increase the Broadband customer base but also to increase the sale of BSNL WiFi Broadband modems and to minimize the additional cost burden to the customer.

3. All CGMs are requested to take following actions for taking full advantages of above schemes:

- a) Hold the press conference before 31-07-2017 and sent the photograph of the same on the whatsapp no. 9868250050 for perusal of CMD.
- b) Wide publicity through printed material like pamphlets/leaflet, Banners etc. be done.
- c) Educate the staff at CSC regarding above schemes.
- d) Involve the all union leaders to educate the staff from SDO to Line man regarding the schemes.

4. Photographs of press conference should be sent by 01-08-2017 positively.

  
(Puran Chandra)  
Sr. GM (Finance-CFA)