



No. 1-1/2009-R&C [CFA]

Dated: 17-11-2011

Circular R&C-CFA No. 41/11-12

Subject: Introduction of Promotional schemes for VVoBB services in Gujarat Circle - reg.

CGM Gujarat Circle may kindly refer to his office letter no. BBP/VVoBB/KW/11-12/4 dated 23-09-2011 seeking approval for launch of **VVoIP Value Pack (unlimited)** and **free trial** of VVoBB service on promotional basis.

2. The proposal has been examined in this office and **the Competent Authority has approved promotional schemes for VVoBB service in Gujarat circle for a period of 90 days as follows:**

a. **VVoIP Value pack (Unlimited) for BB Customers:**

- (i) *Fixed Monthly charges:- Rs. 750/- (Revenue shareable with vendor shall be on Rs. 600/- only. FMC amounting Rs. 150/- which includes monthly service charges and static IP charges, shall be retained in full by BSNL)*
- (ii) *Domestic Video and non-video calls (SIP to SIP calling):- Unlimited free*
- (iii) *International non-video calls:- Chargeable as per existing tariff*

b. **Free trial of VVoBB service upto 2 weeks for the new VVoBB customers in Gujarat Circle:**

- (i) *Two weeks of free trial of VVoBB service may be offered to the new VVoBB customers in Gujarat Circle.*
- (ii) *After free trial customer shall have the option to continue the service at applicable charges or to surrender the VVoBB service.*
- (iii) *No Initial charges are to be taken from such customers.*
- (iv) *During free trial period of VVoBB service, domestic (video & Voice) calls through VVoBB service would be free for such customers.*
- (v) ***International calling through VVoBB service is not to be allowed during free trial period.***
- (vi) *The VVoBB service shall be activated with explicit consent and filling up of CAF in compliance of LI requirements.*
- (vii) *M/s SIS may take a post dated cheque from the prospective customer in lieu of CPE charges, which may be returned in case of surrender of service during free trial of service.*

It must be ensured that free trial to any customer is limited for two weeks only during the promotional period of 90 days. Free trial should not be provided beyond two weeks at a time or several times giving some break to any telephone number of same customer or related party telephone number or same address, to avoid any misuse of facility.

3. The above promotional schemes **shall be effective from 21-11-2011 on promotional basis for a period 90 days in Gujarat Circle only.**

4. All other relevant terms and conditions as per the earlier circulars [1-1/2009-R&C (CFA)Pt. dated 15.07.2011 (Circular No. 14/11-12), NWP-BB No. 64-44/09-Broadband/SIS dated 25.08.2011 and 1-1/2009-R&C [CFA]Pt. dated 01.11.2011 (Circular No. 34/11-12)] shall continue to be applicable.
5. Following reports may be submitted on monthly basis to T&C-CFA and NWP-BB (CFA) branch of Corporate Office electronically at tccfa.bsnl@gmail.com and tccfa.hq@bsnl.co.in respectively:-
 - a. Full detail of the free trial facility given to the customers alongwith their telephone number, name & address, duration of free trial offered, details of total calls made by the customers during free trial duration etc.
 - b. Revenue trend analysis of the VVoBB service and net benefit to BSNL after revenue share to M/s SIS.
6. This circular is issued based on the approval of Competent Authority in NWP-BB file No. 64-187/2011-BB/Tariff. For any clarification/correspondence, in this regard, matter may be taken up with Broadband Section, BSNL Corporate Office, Janpath, New Delhi-110001 (Tel. No. 011-23322064 and Fax No. 011-23734052).

**Sd/
(S.L.Meena)
AGM (T&C)-CFA**

To

The CGMT, Gujarat Telecom Circle.

Copy for information to: -

1. CMD, BSNL.
2. Directors (CFA / CM / ENT / HR / FIN) on BSNLs Board.
3. Executive Director (Finance), BSNL.
4. All PGMs / GMs - CFA, CO BSNL.
5. All Tariff committee members [Sr. GM (NWP-CFA)/Sr. GM (NWP-BB)/Sr. GM (PDP-CFA)/GM (Finance-CFA)], BSNL C.O.
6. GM (Marketing), CO BSNL, for adequate publicity and marketing of the service.
7. GM (IT), CO BSNL – for placement on BSNL Website.
8. GM (NWP-BB)-CFA, CO BSNL w.r.t case mark: 64-187/2011-BB/Tariff carrying the approval of the Competent Authority in the matter. It is requested that necessary action may be taken regarding website updation.
9. AD OL for Hindi version
10. CGM (ITPC), Pune.
11. CGM (BBNW), New Delhi
12. GM (BBNW), Bangalore NOC, BBNW.
13. Director General P&T audit, Delhi-110 054.
14. Guard File.



**(S.S.Verma)
DM (T&C)-CFA**