



No. 1-1/2015-R&C [CFA]

Dated 11-02-2016

**Circular R&C-CFA No. 162/15-16**

**Subject: Introduction of promotional scheme in all the Circles to "Sale of ADSL WiFi Modem @ Rs. 1500/- with 100% Cash back" to the new Broadband customers who subscribe under any broadband plan with FMC Rs.700/- & above and outrightly purchases the modem from BSNL - reg.**

1. In order to increase BB customer base, to achieve the target at the end of financial year and to facilitate retention of BB customers, it has been decided by the Competent Authority **to launch the following promotional scheme to sale "ADSL WiFi modem @ Rs. 1500/- with 100% cashback" for a period upto 31-03-2016 in all the circles:-**
  - (i) **The new BB customer who subscribe under any broadband plan with FMC Rs.700/- & above, outrightly purchases the ADSL WiFi modem from BSNL @ Rs. 1500/-, may be offered Rs. 100/- cash back per month for maximum 15 Months or till the BB connection remain active, whichever is earlier.**
  - (ii) **The above cashback amount shall be adjusted in the bill.**
  - (iii) **The above Cash Back scheme shall be available in all the circles on promotional basis for a period upto 31-03-2016, only to the new Broadband customers who subscribe under any broadband plan with FMC Rs.700/- & above and outrightly purchases the modem from BSNL.**
2. The circles shall ensure to comply with all regulatory requirements.
3. The above instructions are **effective w.e.f. 15-02-2016 on promotional basis for a period upto 31-03-2016 in all the circles.**
4. All other terms and conditions shall remain the same.
5. This circular is issued based on the approval of Competent Authority in Broadband Cell File No. 64-133/BB/Tariff/14-15 Clarification/correspondence, if any, in respect of above tariff may be sent to Broadband Section, BSNL, Corporate Office, Janpath, New Delhi-110001, Tel. No. 011-23322064 and Fax No. 011-23734052.

**DGM (T&C)-CFA**

To

**All CGMs - Telecom Circles/ Metro Telephone Districts/ITPC, Pune.**

**Copy for information to: -**

1. CMD, BSNL.
2. Directors (CFA / CM / ENT / HR / FIN) on BSNLs Board.
3. Executive Director (Finance), BSNL.
4. All Tariff committee members [Sr. GM (NWP-CFA)/GM (NWP-BB/(PDP-CFA)/GM (Finance-CFA)], BSNL C.O.
5. GM (NWP-BB/PDP)-CFA, CO BSNL w.r.t case mark: 64-133/BB/Tariff/14-15 carrying the approval of the Competent Authority in the matter. It is requested that necessary action may be taken regarding website updation.
6. GM (CIT), CO BSNL – for placement on BSNL Website.
7. AD OL for Hindi version
8. CGM (ITPC), Pune for necessary changes in CDR/billing systems.
9. CGM (BBNW), BSNL, CTS Compound, Netaji Nagar, New Delhi-23.
10. GM (BBNW), Bangalore NOC, East Telephone Exchange Building, Lazar Road, Near Bangalore east Rly Station Bangalore.
11. Director General P&T audit, Shyam Nath Marg, Near Old Secretariat, Delhi-110 054.
12. Guard File.

**DM (T&C)-CFA**