

Network Planning -Broadband
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भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)
BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

No: 64-142/10-BBVAS

Dated: 05/01/2011

To

Chief General Managers
All Telecom Circles & Telecom Districts

Subject: Free VAS over broadband.

Competent authority has approved following free offers for all new broadband customers.

- A. Free Games on Demand (GoD) Casual Package worth Rs.100/- per month for 30 days for all new broadband customers registering during **01/01/2011 to 31/01/2011**. Franchisee is M/s Indiagames Ltd.
- B. Free Music and Video on Demand (MOD) Package worth Rs.149/- per month for one month & Free Gaming Hungama (GoD) Package worth Rs.49/- per month for one month for all new broadband customers registering during **01/01/2011 to 31/03/2011**. Franchisee is M/s Hungama Digital Media Entertainment Pvt. Ltd.

End to end procedure for this scheme is given below.

1. For registration of customers for these services, NOC Bangalore and CDR Zonal Offices would provide the database of new BB customers to M/s Indiagames Ltd. & M/s Hungama on daily basis. This would be on e-mail or similar such means. E-mail ids of M/s Indiagames Ltd. & M/s Hungama are as follows:
 - a) M/s Indiagames Ltd.- servicedesk@indiagames.com
 - b) M/s Hungama Ltd.- jumana.patel@hungama.com
2. The franchisee would create the user name & password for all customers at back end & communicate to the customers on e-mail/SMS or both.
3. Before expiry of the free period of the scheme, again e-mail or SMS would go to customers asking them to look at the pop-up appearing on the screen. The message would be to call at toll free number of the franchisees for continuing the services. For M/s Indiagames Ltd toll free number is 18004250500 & for M/s Hungama, it is 18002097010.
4. The default status of customer would be "discontinuance" at the end of free trial period. For billing, the feed file sent by the franchisees at the end of free trial would charge these customers on pro-rata basis only.
5. M/s Indaiagames & M/s Hungama would provide data of number of customer added during free trial and number of free trial customer converted into paid customers.

All circles are requested to utilize this free offer to increase the broadband customer base in association with both the franchisees.

This is issued with approval of the competent authority.


(Manoj Kumar)
DM (VAS)

Copy To

1. CMD/Dir (CFA) for information please.
2. CGM (BBNW)/CGM (ITPC) for providing Broadband customer's data to franchisees please.
3. Sr. GM (NWP-BB) for information please.
4. M/s Indiagames Ltd & M/s Hungama Digital Media Entertainment Pvt. Ltd. for n/a please.

Endt No. PGM(CFA)/GoD-Corr/09-10/ 15 dtd at Chennai-2 the 10.11.10

To

All Heads of SSA	For kind information and n/a
TN Circle	please

SIGNED

P.KUMAR
AGM (BBO)
o/o PGM-CFA, TN Circle
Chennai-600008