

Bharat Sanchar Nigam Ltd.

(A Government of India Enterprise)

Tariff & Costing-CM Section, Corporate Office,
1st Floor, Bharat Sanchar Bhawan,
H.C. Mathur Lane, Janpath, New Delhi - 110 001.
Tel. No.011-23037109/200 Fax No.011-23329125



No.26-17/2009-R&C (Pt.)

Date: 02.09.2014

Circular T&C-CM No. 30/14-15

Sub: Introduction of New Data STV bundled with Mobile TV Pack from M/s. Digivive Services Pvt. Ltd.

Kindly refer to this office order of even No. dated 11.11.2013 and 09.06.2014 vide which tariff for Data STV bundled with Mobile TV Pack from M/s. Digivive Services Pvt. Ltd. was communicated. Now the Competent Authority has approved the bundling of mobile TV channels pack with M/s Digivive Services Pvt. Ltd. as under:-

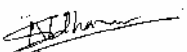
A) Data STV: MRP Rs. 103/- (Incl. of S. Tax) [BSNL-Rs. 78/-, M/s. Digivive-Rs.25/-*]

B) Freebies offered:

S.No.	Particulars	Details
a)	Free data download	500 MB
b)	Free No. of TV Channels	140+ channels provided by M/s. Digivive for 15 days
c)	STV activated on	Any prepaid plan Voucher
d)	Validity of freebies	15 days from the date of activation.

Note: Data charges as per plan would apply beyond above freebies.

2. The freebies offered shall be consumed within 15 days from the date of activation.
3. The above tariff will be implemented w.e.f. **06.09.2014**.
4. *Expenses on account of VAS retailing through C-Top up will be applicable on Rs. 25/- (Incl. of S. Tax) i.e. the VAS component only (not on BSNL component) and will be governed as per letter No. 200-29/2012-VAS dated 6-08-2013.
5. This may be brought to the notice of all concerned for taking necessary action in this regard. Press note and proper advertisement as deemed fit may be made to generate adequate response. Circles may also send SMS conveying the above scheme to the customers.
6. Circles have to update their website and report the same to TRAI as per tariff reporting requirement of TRAI.
7. This circular has been issued based on approval of the Competent Authority in P&P CM cell File No.9-44/2012/P&P-CM (Pt.II). Queries/clarification/feedback in respect of above tariff may be addressed to Product and Pricing-CM Section, C.O., BSNL, New Delhi and monthly feedback may be sent on hqcm.pp@gmail.com, hqcm_pp@bsnl.co.in.

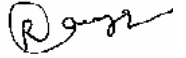

(N. S. Dhami)
AGM (T&C-CM)

To
All CGMs- Telecom Circles/ Telephone Districts.

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Copy to:

1. CMD, BSNL.
2. Directors- CM/ CFA/ EB/ HR/ Fin, BSNL.
3. ED-Fin/ CA / NB, BSNL.
4. All PGMs / GMs, BSNL C.O.
5. GM (IT), BSNL C.O- for making necessary update in website and place in news item.
6. GM (Sales & Marketing), BSNL C.O - for marketing initiative.
7. Sr.GMs/GMs (CMTS-Nodal Centre).
8. Sr.GM (VAS)/GM (NWO)/PGM (Regulation), BSNL C.O.
9. M/s Digivive Services Pvt. Ltd. - for information and necessary action please.
10. Director General P & T Audit, Delhi- 110054.
11. Guard file.



(Rakesh Arya)
Dy. Manager (T&C-CM)