



File No. 9-44/2012-P&P-CM

Dated: 12.6.2014

To,

M/s Pyro Network Pvt Ltd.
Gurgaon.

Subject: Revenue from Sale of Data STV bundled with TV Pack.

Kindly refer to letter no. 26-17/2009-R&C (Pt.) dated 10.10.2013 vide which bundled data TV Packs were introduced, which have further been rationalized vide letter no. 26-17/2009-R&C(Pt.) dated 09.06.2014.

MIS of sale of these TV Pack bundled data STV, is being monitored by this office on day to day basis. Sale figure from April-14 to June 2014 is mentioned below. From this It is observed that desired growth is not being achieved.

S.No.	TV bundled Data STV In Rs	April-14	May-14	June till date
1.	82	283	123	65
2.	166	1455	1188	627
3.	211	1461	954	140
4.	291	113	215	15

FIFA Soccer world cup-2014 has commenced from today i.e. 12.06.2014 hence it is opportunate time to push the sale of these bundled TV packs which will not only generate revenue from the sale of these STVs but also data usage will increase.

It is therefore requested to promote the sale of these STVs without loss of time.


(Bhuwanendra Kumar)
DGM (P&P-CM)

Copy To: CGM, All Telecom Circles for necessary action please.