

Bharat Sanchar Nigam Ltd.

(A Government of India Enterprise)

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No.26-18/2010-T&C-CM

Date: 23.10.2012

Circular T&C-CM No. 75/12-13

Sub: Promotional offers for Students during the festival season under GSM services-reg.

On the occasion of Deepavali, it has been decided by the Competent Authority to announce the following promotional schemes for Students under GSM services:-

(A) Voice plan for Students:-

- i) Normal SIM (2G) to be offered free of cost.
- ii) The existing Student plan voucher with MRP of Rs.97 to be offered at a reduced MRP of Rs.49 with the existing freebies for new activations only. Circles can suitably adjust the MRP in the price band upto Rs.5 (+/-) of above price considering the local market condition and technical feasibility.
- iii) Students taking connection under this scheme are to be asked to purchase a top-up voucher of Rs.100.

(B) Data plan for students:-

- i) Normal SIM (2G) to be offered free of cost.
- ii) The existing data plan voucher of Rs.51 is to be offered free of cost.
- iii) Students taking connection under this scheme have to subscribe any of the existing prepaid data STV with MRP of Rs.100 or more in case of 3G or Rs.98 or more in case of 2G data service.

(C) Other terms and condition for the above schemes:-

- i) This scheme shall only be implemented through BSNL internal distribution channel, by placing canopies / stalls etc in college campus / in vicinity of college campus in coordination with college administration.
- ii) In addition to normal identity proof for getting a connection, students need to provide proof of being a college/school student.

2. The above promotional schemes will be launched for a period of 15 days with effect from **05.11.2012**.

3. 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.

4. This circular is issued based on the approval of the Competent Authority at 36-38/N in S&M-CM cell File No.4-48/2012-S&M-CM (Pt.). For queries/clarification/feedback in respect of above tariff, the communication may be addressed to Sr. GM (S&M-CM), Corporate Office, BSNL, New Delhi on e-mail ID: hqcm.pp@gmail.com , hqcm_pp@bsnl.co.in.

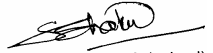

(N. S. Dhami)
AGM (T&C-CM)
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To
All CGMs- Telecom Circles/ Telephone Districts

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Copy to:

- 1) CMD, BSNL.
- 2) Directors- CM/CFA/E/HR/F, BSNL.
- 3) ED-F/CA/NB, BSNL.
- 4) All PGMs / GMs, BSNL C.O.
- 5) GM (IT)- for making necessary update in website.
- 6) GMs (Marketing)/(Sales)- for marketing initiative.
- 7) GMs (CMTS/CDMA-Billing Centre).
- 8) Director General P & T Audit, Delhi- 110054.
- 9) OL Section –for Hindi version.
- 10) Guard file.


(Subrat Kumar Mohakud)
Dy. Manager (T&C-CM)