

Bharat Sanchar Nigam Ltd.

(A Government of India Enterprise)

Tariff & Costing-CM Section, Corporate Office,
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H.C. Mathur Lane, Janpath, New Delhi - 110 001.
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No. 26-18/2010-T&C-CM

Date: 17.10.2011

Circular T&C-CM No. 74/11-12

Sub: Promotional Offers during festival season under 3G Data services-reg.

On the occasion of Diwali, Chhat Puja, Bakrid, Guru Nanak Birthday, Muharram, Christmas day and New Year celebration, the competent authority is pleased to announce the following promotional offers under 3G Data services.

a) 25% extra free data usage for six months:-

- i) 25% extra free data usage on any data plan/RCV selected/activated by customer for a period of six months from the date of purchase and activation/first recharge of 3.6 Mbps BSNL data card or bundled data card. This scheme is applicable under both postpaid and prepaid services.
- ii) In case of prepaid service, the MRP of the FRC for activation of the data plan under this scheme will be Rs. 53 (Incl. of S. Tax). Circles can suitably adjust in the price band upto Rs.3 (+/-) of above price considering the technical feasibility.
- iii) In case of Assam, J&K and North East LSAs validity of the scheme is subject to the guidelines/instructions issued by Govt. of India/Regulatory Authority from time to time.
- iv) In case of postpaid service normal activation charge will be applicable.
- v) This offer will remain open for a period of 90 days from 24.10.2011.

b) Special discount of 20% on sale price of 3.6 Mbps data card.

- i) Special discount of 20% on sale price of new 3.6 Mbps 3G data cards being procured from M/s.HFCL and M/s.Teracom.
- ii) This scheme will be launched on arrival of the new 3.6 Mbps data card in the field unit.
- iii) This scheme will remain open for a period of 90 days from the date of launch of this scheme.
- iv) No other freebies/discounts will be allowed with the above scheme.

2. 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.

3. This circular is issued based on the approval of the Competent Authority in P&P CM cell File No.3-38/2010-P&P-CM(Part.I). For any queries/clarification communication in respect of above tariff, the matter may be addressed to Sr.GM (P&P-CM), Corporate Office, BSNL, New Delhi.


(S.K. Bhardwaj)
GM (Fin-CM)
Ph. 011-23734326

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 and place in news item.
- 6) Sr.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)