

Bharat Sanchar Nigam Ltd.

(A Government of India Enterprise)

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Tel. No.011-23037200 Fax No.011-23329125



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

Date: 17.09.2012

Circular T&C-CM No. 58/12-13

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

Kindly refer to this office order of even No. dated 30.05.2012 vide which 25% extra bundled free usage for Data plan/ STV with bundled free usage of 1000 MB and 2000 MB was offered as a promotional measure for 90 days with effect from 01.06.2012. Now, in addition to above it has been decided by the Competent Authority to launch a promotional scheme of 10% and 20% discount on 3G Data plan FMC and data STVs as under:-

a) The promotional tariff of 3G postpaid data plans and prepaid data STVs are as under:

i) Post Paid:-

Existing Fixed Monthly Charge in Rs.(Service Tax Extra)	Discount on FMC (in %)	Promotional - FMC after discount in Rs.(Service Tax Extra)	Total bundled free usage in MB
220	10	198	1250
400	20	320	2500

ii) Pre-paid:-

Existing Data STV in Rs. (Inclusive service Tax)	Discount on MRP of Data STV (in %)	Promotional -Data STV** after discount in Rs. (Incl. of Service Tax)	Total bundled free usage in MB	Validity (days)
250	10	225	1250	30
450	20	360	2500	30

b) New 3G Data STV "Yuva" introduced:-

Data STV** in Rs.(Inclusive of Service Tax)	Day/Any time usage in MB	Night * usage in MB	Total bundled free usage in MB	Validity (days)
120	250	1250	1500	30
599	3000	4000	7000	30

* 11.00 PM to 07.00 AM

** Circles can suitably adjust the MRP in the price band upto Rs.5 (+/-) of above price considering the local market condition and technical feasibility.

c) The existing STV of Rs.1500 with bundled free data of 15000MB and validity of 1 month will be withdrawn.

d) All other terms and conditions will remain same.

2. A special discount of 20% on the sale price of 7.2 Mbps 3G USB type HSDPA data cards Rs.2000 (Exclusive of VAT).

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3. The above promotional offer is applicable for a limited period of **90 days with effect from 01.10.2012**.

4. 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.

5. This circular is issued based on the approval of ECT vide Approval No.881, 880 & 879 dated 13.09.2012 of the Competent Authority at 92/N in P&P CM cell File No.3-38/2009/P&P-CM (Pt.1). 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 on e-mail ID: hqcm.pp@gmail.com, hqcm_pp@bsnl.co.in.

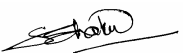

(N. S. Dhami)
AGM (T&C-CM)

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To
All CGMs- Telecom Circles/ Telephone Districts.

Copy to:

- 1) CMD, BSNL.
- 2) Directors- CM/CFA/E/HR/F, BSNL.
- 3) ED-F/CA/NB, BSNL.
- 4) All PGMs / Sr.GMs/GMs, BSNL C.O.
- 5) Sr. GM (S&M)-for publicity.
- 6) GM (IT) - for making necessary update in website and place in news item.
- 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)