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भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)
BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

To,
The Chief General Manager,
All Telecom Circles/Districts, BSNL.

Dated: 13/03/2024

Sub: - Launch of BSNL Self-care App for both landline/FTTH and BSNL mobile services.

This is to bring to your kind notice that a unified BSNL Selfcare App was launched by CMD, BSNL on 01.03.2024. The App now encompasses utilities for both landline/FTTH and BSNL mobile services, providing users with a unified platform for all BSNL services. BSNL user will get all services of Mobile & fixed line services in one unified app i.e BSNL Selfcare App.

Key features of the app include:

1. **Prepaid & Postpaid Mobile Services:**
 - a. Recharge and bill payment options.
 - b. Quick payment facilities.
 - c. Comprehensive dashboard displaying plan/pack details.
 - d. Exclusive discounted recharge offers.
 - e. Plan upgrades for postpaid plans.
2. **Landline/FTTH Services:**
 - a. View plan details.
 - b. Bill payments and bill downloads.
 - c. Account management functionalities.

In order to have better engagement with the subscribers and offer them superior experience, it is required to further increase usage & penetration of BSNL Selfcare app.

Circles are hereby requested to promote BSNL Selfcare App so as to maximize user adoption and utilization of the enhanced BSNL Selfcare App -

- a. By shifting focus to promoting of BSNL Selfcare App.(from My BSNL App)
- b. Replace payment options on landline bill prints with BSNL Selfcare App promotion.
- c. Promote the app through registered mobile numbers of landline/FTTH services.
- d. Update the Circle Websites with option for downloading BSNL Self care App.

BSNL CSCs may also be instructed to encourage customers for downloading BSNL Selfcare app for recharges and service-related queries for both Mobile & Fixed line services.

By implementing these strategies, BSNL can effectively increase the usage and penetration of the Selfcare app, ultimately offering subscribers a superior experience and strengthening their engagement with BSNL Selfcare App.

A detailed report on action taken for popularizing the Selfcare app be sent to this office latest by 20th March 2024.

Jeena Joseph

AGM(S&M-CM)
BSNL CO

Copy to:-

1. Director(CM), BSNL Board for information please.
2. GM (Dev), ITPC Hyderabad for information please.