



2-1/BBF/TM/Bill Desk Portal/2009-10/143

Date : 10.07.2009

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To  
All Circles IFA

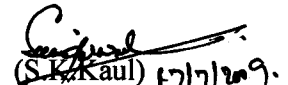
Sub :- **Payment for BSNL post-paid and pre-paid services using select VISA Debit Cards on the BSNL and VISA Portals.**

M/s IndiaIdeas.Com Ltd. (Bill Desk) has forwarded a proposal whereby VISA would provide incentive to allow select Debit Cards as payment options for both post-paid and pre-paid services. The offer is as under:

- All BSNL customers will be able to pay for post-paid and pre-paid services on BSNL portal ([www.bsnl.co.in](http://www.bsnl.co.in)) and individual SSA's portals) and VISA Portal ([www.visabillpay.in](http://www.visabillpay.in)) using select VISA Debit Cards.
- VISA Debit Cards of the following banks will be covered initially-ICICI Bank, HDFC Bank, Axis Bank, State Bank of India, Standard Chartered Bank, Deutsche Bank, Corporation Bank, Indian Overseas Bank and Karur Vysya Bank.
- Since VISA verified implementation would be used, there will be no chargeback due to fraud reasons for these transactions
- All customers will be provided with a 5 % cash back offer for each successful transaction subject to a maximum of Rs. 50/- whichever is lower. Conditions apply.

The scheme on offer as above, expires on 30<sup>th</sup> September 2009 or first 1,00,000 eligible transactions, whichever is earlier.

In view of the above, it is requested to give wide publicity to the scheme along with display of a suitable message on SSA's and Circle's website.

  
(S.K. Kaul) 17/7/2009  
AGM(CI)

Copy to

- 1 IndiaIdeas.com ltd., D-3/3, IInd Floor, Okhla Industrial Area Phase –II for information.
- 2 CAO(CCC), BSNL O/o CGM, A.P. Telecom, Hyderabad-500 001, for further necessary action.
- 3 DGM (DOTSOFT), O/o GM(ITPC), 6<sup>th</sup> floor, Telephone Bhawan, Saifabad, Hyderabad, for necessary action.