



No.64-160/10-BBVAS

Dated 09/09/2011

To

Chief General Managers  
(All Telecom Circles/Districts)

**Sub:** Provisioning & billing workflow of “**Topper**” Educational Video Learning Service.

BSNL has signed an agreement with M/s Greycells18 Media Ltd. on 02/06/2011 for providing “**Topper**” Educational Video Learning Service to BSNL landline broadband customers. Provisioning & billing process of this service is as follows:

**A. Provisioning Process: -**

1. Customer goes to website [www.bsnl.topperlearning.com](http://www.bsnl.topperlearning.com) directly or through BSNL website [www.bsnl.co.in](http://www.bsnl.co.in) which is having a link to above mentioned website for registration of the service.
2. A user shall NOT be able to register if detected as a NON-BSNL user through IP address.
3. On clicking the link “Take Trial/Subscribe”, a login page appears. The Customer fills the subscription form including the details like Name, Telephone number, e-mail-id, mobile number, address etc. and selects desired Course (Class IX to XII) for Subscription.
4. E-mail ID of the User becomes the Username for this service. Free trial of 15 days for the user begins immediately after successful completion of registration. User gets notification on E-mail ID provided. User can login using the Username and password.
5. Same day or within 24 hours, the call center of M/s Greycells18 calls the subscriber on the telephone number given and verifies the details given in the subscription form and asks his /her consent for the service. M/s Greycels18 must keep record of consent calls for one year as per TRAI guidelines.
6. After verification and confirmation, M/s Greycells18 shall send notification via e-mail (as provided in the subscription form) to the customer confirming subscription and start of billing date.
7. The User billing starts at the end of 15 days free trial on pro rata basis for the current month and @ ₹150/- month from subsequent months.
8. If the User does not get verified/ confirm the subscription, then user automatically gets disconnected for Topper Service.
9. The user can choose to “unsubscribe” his service at any point and time.
10. On-click of the Unsubscribe link, a confirmation message informing the user about discontinuation of Topper service is displayed and an e-mailer is sent to confirm the same.
11. The Subscription gets discontinued from the date of Unsubscription.

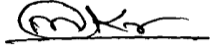
12. BSNL Topper Subscribers confirmation can be accessed by BSNL Authorities by clicking on “Admin” link provided on the footer. After filling up the Username and Password, the Subscribers billing information, subscription details can be viewed any time.

**B. Billing Process:**

1. Billing for the service will be done on a monthly basis. At the end of each month, M/s Greycells18 would provide billing feed- file to ITPC Pune in the prescribed format. ITPC, in turn, would upload the feed file on CDR platform for SSAs to bill the customers.
2. CDRs for monthly subscription charges would be calculated SSA-wise in the billing feed-file. For SSAs who have not migrated to CDR system, feed-file would be fetched by AO of respective SSA, for uploading it in DOTSOFT to bill the customers.
3. The Customer will be billed for the existing month on pro rata basis. From next month customer will be billed for ₹ 150/- per month for each class from the successive billing cycle.
4. If a customer Unsubscribe in the middle of a billing cycle, the customer will be billed for that month on Pro Rata basis. Billing stops from the next billing cycle due to the BSNL Broadband customer.

Maharashtra circle is designated as nodal circle for this service & they will handle all requirements from M/s Greycells18 including clearing their bills (based on revenue share). Addl. GM (N/WP&D) CFA, Maharashtra Circle, Sh. A.K. Jha (Contact no. 022-26604399, Mob. No. 09422528999) would be the nodal officer from BSNL side.

This is issued with the approval of competent authority.



(Manoj Kumar)  
DM (BBVAS)

Copy to

1. CGM (ITPC), Pune for information & n/a please.
2. CGM (BBNW), New Delhi for information & n/a please.
3. Sr. GM (NWP-BB) for information please.
4. Sh. Sunil Khanna, M/s Greycells18 Media Ltd. New Delhi for information & n/a please.