

Bharat Sanchar Nigam Ltd.

(A Government of India Enterprise)

Tariff & Costing-CM Section, Corporate Office,
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No. 26-17/2009-R&C (Pt.)

Date: 28.07.2017

Circular T&C-CM No. 28/17-18

To

All CGMs- Telecom Circles/ Telephone Districts.

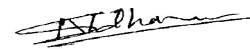
Sub: Introduction of Data STVs bundled with Mobile TV Pack.

Competent authority has approved the Data STVs bundled for mobile TV channels pack as under:

| S.No. | Vendor | MRP of Prepaid bundled Data STV (in Rs.) | STV value | Content value | Vendor's Share (in Rs.) | Freebies offered | Validity of STV in calendar days |
|-------|---------------------------|--|-----------|---------------|-------------------------|---------------------|----------------------------------|
| 1 | M/s P K Online | 378 | 333 | 45 | 16.1875 | Free unlimited data | 56 |
| 2 | M/s SITI Networks Limited | 393 | 333 | 60 | 21.25 | | |
| 3 | M/S Digivive | 373 | 333 | 40 | 14 | | |


Note:

- (i) **Distribution w.r.t. STV Value 333 would remain same as being given on STV 333 without above bundling offer. However, OTF applicable on STV 333 without bundling will not be applicable on these bundled STVs.**
 - (ii) **Retail chain share and M/s Pyro share would be as per existing VAS Retail policy for content value of Rs. 45, Rs. 60 and Rs. 40 respectively.**
 - (iii) **OTF of Rs. 7, Rs. 10 and Rs. 7 for M/s P.K. online, M/s SITI Networks and M/s Digivive respectively will be given to Retailers.**
2. The above tariff will be applicable with immediate effect. The implementation of the tariff is to be made in accordance with 43rd Amendment of Telecom Tariff Order and orders/guidelines/clarifications issued by TRAI from time to time.
 3. 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. Circles may also send SMS conveying the above tariff to the customers.
 4. Circles have to update their website and report the same to TRAI as per tariff reporting requirement of TRAI.
 5. This circular has been issued based on approval of the Competent Authority in VAS Cell File No. VAS-II/Mobile TV/General/2017. Queries/clarification/feedback in respect of above tariff may be addressed to VAS Section, C.O., BSNL, New Delhi and may be sent on harish30298@gmail.com


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

Copy to:

1. CMD, BSNL.
2. Directors- CM/ CFA/ EB/ HR/ Fin, BSNL
3. ED-Fin/ 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. PGM (Sales & Marketing)-for marketing initiative.
7. GMs (CMTS -Billing Centre).
8. GM (VAS-Tech)/GM (NWO)/PGM (P&P-CM)/PGM (EB)/GM (EB-I)/ GM (EB-II)/ Sr. GM (EB-F)/PGM (Regulation), BSNL C.O.
9. M/s P K Online –For integration and necessary action please.
10. M/s SITI Networks Limited - for integration and necessary action please.
11. M/S Digivive- for integration and necessary action please
12. GM (Nodal) Centres for implementation and necessary action please.
13. Director General P & T Audit, Delhi- 110054.
14. OL Section –for Hindi version.
15. Guard file.


(Rakesh Arya)
Dy. Manager (T&C-CM)