

Sales & Marketing-CM

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**भारत संचार निगम लिमिटेड**

(भारत सरकार का उपक्रम)

BHARAT SANCHAR NIGAM LIMITED

(A Govt. of India Enterprise)

No. 30-16/2017/S&M-CM/4**Dated: 17.01.2018**

To,

The PGM / GM (Nodal)
North / South/ East / West Zone
BSNL

Subject: PhonePe offers for online recharge by BSNL customers.
Ref: Proposal of PhonePe vide no. Nil dated 05.01.2018.

With reference to above cited proposal from M/s PhonePe, approval of the competent authority is hereby conveyed for the following:

1. Actions from BSNL Side:

- a) Exclusive SMS communication of PhonePe offers to only BSNL's customer base for a period of 30 days.
- b) SMS Content (indicative only): "Recharge your BSNL prepaid mobile number on PhonePe App and avail upto Rs.75 in cash back. Hurry! Click to download <Download Link>"
- c) SMS Frequency: 3 messages per customer to the entire customer base, over a period of 30 days.

2. PhonePe will provide:

- a) Flat Rs.75 Cash back on recharge of Rs.250 and above on BSNL recharge on PhonePe.
- b) 50% Cash back (up to Rs.50) on recharges below Rs.250 on BSNL recharge on PhonePe.
- c) Offer will be applicable on a customer's first BSNL recharge on PhonePe.

In addition to above, PhonePe is allowed to use BSNL's Logo on the Offer Banner (in the Offers Section) on PhonePe.

The proposal for cash back from PhonePe to BSNL customers is unilateral and does not require any expense from BSNL side. It shall be applicable for 30 days starting from 22.01.2018.


(KARTIKEYA SINHA) 17/01/18
Jt. GM (Sales-CM)

Copy to:

1. All CGMs Telecom Circles/Districts for information & n/a please
2. The CGM, ITPC Pune for information & n/a please.
3. PGM (Dev) ITPC Hyderabad
4. M/s PhonePe Pvt. Ltd. for information & n/a please