

Bharat Sanchar Nigam Ltd.

(A Government of India Enterprise)

Tariff & Costing-CM Section, Corporate Office,
1st Floor, Bharat Sanchar Bhawan,
H.C. Mathur Lane, Janpath, New Delhi - 110 001.
Tel. No.011-23037109/200 Fax No.011-23329125



No. 26-04/2012-T&C-CM

Date: 23.09.2013

Circular T&C-CM No. 42/13-14

Sub: Extension of plan validity under 2G & 3G prepaid mobile services-reg.

Kindly refer to this office order of even No. dated 07.12.2012, 16.01.2013 and orders/clarifications issued from time to time vide which prepaid tariff plans were rationalized. Now it has been decided by the competent authority to allow customers the facility to extend their plan validity through SMS as under:-

(A) Validity extension on the last day of plan validity (before GP-I starts):-

Subscribers should be reminded to extend their plan validity a week before the expiry date through SMS or IVRS or customer care etc. Many subscribers will get the validity extended through different channels but still there may be some customers who might miss it. For such customers who are having sufficient balance in their prepaid account, consent may be obtained through SMS or IVRS or customer care and the validity may be extended on the last day of active state after deduction of the plan voucher amount of existing plan from the account balance and intimated accordingly. For example:-

(i) SMS content for the reminder to customers one week before expiry of validity:-
“Dear customer, your plan validity expires on DD-MM-YY. Please get it extended by using Rs.____ plan voucher”.

(ii) SMS content for obtaining customer’s consent who are having sufficient balance in their prepaid account for extension of validity, 2-3 days before expiry of plan validity: -
“Dear customer, please send <EXTVAL> to short code (e.g. 53733) for extending plan validity by _ _ _days w.e.f. DD-MM-YY by BSNL after deducting Rs.____ from your balance.”

(iii) SMS content for those customers not having sufficient balance in their prepaid account, 2-3 days before expiry of validity: -
“Dear customer, please recharge your prepaid account and send <EXTVAL> to short code (e.g. 53733) for extending plan validity by _ _ _days w.e.f. DD-MM-YY by BSNL after deducting Rs.____ from your balance.”


(B) Validity extension on last day of GP-I (before GP-II starts):-

The customers who did not get their validity extended as per (A) above and are due for entering into GP-II after expiry of GP-I, should be reminded again to extend their plan validity 2-3 days before the start date of GP-II through SMS or IVRS or customer care etc. For customers having sufficient balance in their prepaid account, in the absence of a response or inaction by the customer, the plan validity of the customer may be extended on the last day of GP-I state after deduction of the plan voucher amount of the existing plan from the account balance and intimated accordingly.

2. The above facility is available to all prepaid plan customers except Lifetime plan customers. Field units may re-arrange the text/content of the SMS's given in the example based on their local needs and technical feasibility. The respective nodal centers may allocate the available short code to the field units for this purpose.

Contd...p/2

3. The above facility/scheme will be implemented with effect from **01.10.2013**.
4. This may be brought to the notice of all concerned for taking necessary action in this regard. Circles may also inform about the above facility through IVRS, SMS or Call center etc. to the customers/franchisee/retailers.
5. This circular is issued based on ECT approval No. 1271 dated 20.09.2013. For queries/clarification/feedback in respect of above tariff, the communication may be addressed to Product and Pricing- CM Section, C.O., BSNL, New Delhi at hqcm.pp@gmail.com, hqcm_pp@bsnl.co.in for further review of the scheme.



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

Ph. 011-23327658

To
All CGMs- Telecom Circles/ Telephone Districts.

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) Sr. GM (Sales & Marketing)- for marketing initiative.
- 7) GMs (CMTS/CDMA-Billing Centre).
- 8) GM (VAS-Tech)/GM (NWO)/PGM (Regulation), BSNL C.O.
- 9) Director General P & T Audit, Delhi- 110054.
- 10) OL Section –for Hindi version.
- 11) Guard file.


(Subrat Kumar Mohakud)
Dy. Manager (T&C-CM)