

**No. 26-07/2020-T&C-CM**

**Date: 29.08.2020**

**Circular T&C-CM No. 30/20-21**

To

All CGMs- Telecom Circles/ Telephone Districts

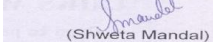
**Sub: Introduction of STV-49 as promotional offer under prepaid GSM mobile services.**

The competent authority has decided to introduce a new STV-49 as promotional offer for 90 days under GSM prepaid mobile services as under:

MRP of STV (incl. of GST)	Details of the STV/Freebies	Validity
Rs.49	Free 100 min any net. After free minutes, <b>voice call @45paise/min</b> in Home LSA and national roaming including Mumbai and Delhi with MTNL network + Free 2GB Data + Free 100 SMS any net	28

**Note:** The existing customers, with no STV or zero balance are to be targeted. Daily one SMS has to be sent to these customers with details of STV49.

- The above mentioned vouchers to be implemented without modification of Denomination Pan-India basis.
  - Existing vouchers on denomination Rs.49 to be shifted to next higher vacant denomination. Also, circle may withdraw the existing voucher on these denominations if the sales are not good.
2. The above tariff will be applicable w.e.f. 01.09.2020 as promotional offer for 90 days.
  3. 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. Circles have to update their website and report the same to TRAI as per tariff reporting requirement of TRAI and TRAI regulations contained in Ir. No. 5-5/2008/regl Dated 16.06.2008 issued from regulation cell BSNL CO.
  4. **Circles shall report to TRAI with full details of the tariffs offered without reference to any other circular as also detailed vide this office letter no. 11-11/2012-T&C-CM dated 03.02.2017 uploaded on intranet on 06.02.2017. Circles shall report to TRAI with full details of the tariffs offered with date of implementation of the tariff in reporting circle without reference to any other circular. TRAI has directed to ensure that the Reporting shall also contain Name, Designation and contact number of the authorized reporting officer/signatory for future reference. However, the circles should not endorse/send this circular for tariff reporting purpose and the content of the tariff should only be reported for tariff reporting.**
  5. 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.
  6. This circular is issued based on the approval of ECT vide Approval No. 4443 dated 28.08.2020 in P&P-CM cell file No. BSNLCO-PPCM/11/1/2020-PnP-CM. Queries/clarification/ feedback in respect of above tariff may be addressed to Product and Pricing- CM Section, C.O., BSNL, New Delhi and monthly feedback may be sent on [hqcm.pp@gmail.com](mailto:hqcm.pp@gmail.com), [hqcm\\_pp@bsnl.co.in](mailto:hqcm_pp@bsnl.co.in).

  
(Shweta Mandal)  
Dy. Manager (T&C-CM)

Copy to:

- 1) CMD, BSNL.
- 2) Directors- CM/CFA/EB/HR/Fin, BSNL.
- 3) All PGMs / GMs, BSNL C.O.
- 4) GM (CIT) - for making necessary updation in website and place in news item.
- 5) PGM (Sales & Marketing) - for marketing initiative.
- 6) PGMs/GMs (All Zone Nodal Center for info. and n/a pl.).
- 7) Director General P & T Audit, Delhi- 110054.
- 8) OL Section -for Hindi version.
- 9) Guard file.