

No. 26-07/2018-T&C-CM

Date: 06.08.2018

Circular T&C-CM No. 22/18-19

To

All CGMs- Telecom Circles/ Telephone Districts/ Nodal Centers

Sub: Launch of Data STVs recharge packs with PRBT & discount deal/coupon products across all zones under prepaid mobile services- reg.

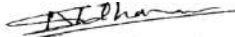
The competent authority has approved the rationalization of tariff for Data STVs bundled with PRBT and additional value of discount deal/coupon products for North, West, South and East Zone subscribers as under:

S. No.	Price of Prepaid discount deal/coupon product STVs (In Rs.)	Data/Voice/PRBT content value	Additional content value (Rs. 5/-) *	Validity in calendar Days from the date of activation
1.	104	As per existing Prepaid STV Rs. 99/-	One National Discount deal/coupon product daily	26 days
2.	192	As per existing Prepaid STV Rs. 187/-	One National Discount deal/coupon product daily	28 days

Note: If denomination is not technically feasible/denomination is not free in any particular Telecom Circle, the denomination may be fixed in the range of +/- Rs. 3 but should not be in multiple of Rs. 10.


* Refer VAS Cell letter no. VAS-12/CBS/EOI-2013 (Pt.-I)/48 dated 20.07.2018

2. All other terms and conditions will remain the same.
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 to promote bundled STVs with discount deal/coupon products. Circle/Nodal Centers may also send promotional SMS to all BSNL subscribers conveying the above tariff.
6. Circles have to update their website and report the same to TRAI as per tariff reporting requirement of TRAI.
7. Nodal Centers are requested to integrate the above mentioned STVs with IN with immediate effect.
8. M/s Pyro is requested to implement the above mentioned STVs and integrate with M/s Celltick CBS vendor in its system and promote the same with retailers.
9. Circles/Nodal Centers are requested to send weekly activation report of above mentioned data STV to the BSNL CO VAS Cell.
10. M/s Celltick should do integration with Nodal IN to ensure activation of discount deal/coupon products service along with BSNL PRBT bundled STVs.
11. BSNL Nodal center shall share the MSISDN detail of the above mentioned bundled discount deal bundled STVs users with the M/s Celltick on regular basis.
12. This circular has been issued based on approval of the competent authority in VAS CM Cell file no. VAS-12/CBS-EOI-2013 (Pt.-I). Queries/clarifications/feedback in respect of above tariff may be addressed to VAS Cell, CO BSNL, New Delhi at mnathajm@gmail.com.
13. Appropriate GST guidelines already issued by Corp. Office may kindly be followed.


(N. S. Dhami)
DGM (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 Nodal Center for info. and n/a pl.).
- 7) Director General P & T Audit, Delhi- 110054.
- 8) M/s Pyro- for integration and necessary action please.
- 9) M/s Celltick- for information and necessary action please.
- 10) OL Section -for Hindi version.
- 11) Guard file.


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