

# Bharat Sanchar Nigam Ltd.

(A Government of India Enterprise)

Tariff & Costing-CM Section, Corporate Office,  
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**No.26-07/2011-T&C-CM**

**Date: 20.12.2013**

## Circular T&C-CM No. 70/13-14

### **Sub: Promotional offers during the festival season under mobile services-reg.**


Kindly refer to this office orders of even No. dated 28.11.2013 and 11.12.2013 vide which promotional offers of full usage value equal to MRP on GSM Top-up vouchers/C-top-up/Flexi top-up with MRP of Rs.550 and Rs.220 were offered. Now based on feedback received from field units it has been decided by the competent authority to modify the existing promotional offers as under:-

- i) Full usage value equal to MRP on GSM Top-up vouchers/C-top-up/Flexi top-up with MRP from Rs.200 to Rs.999.
- ii) 10% extra usage value on MRP on GSM Top-up vouchers/C-top-up/Flexi top-up with MRP from Rs.1000 to Rs.2999.
- iii) In circles, where the talk value offered with top-up vouchers are more than the MRP of top-up vouchers, the higher talk value already offered will prevail till their validity.
- iv) The above offer will be applicable for a limited period from **24.12.2013 to 31.03.2014**.

2. 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 generate adequate response. Circles may also send SMS conveying the above scheme to the customers.

3. Circles have to update their website and report the same to TRAI as per tariff reporting requirement of TRAI.

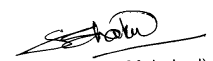
4. This circular is issued based on the approval of ECT vide Approval No.1355 dated 20.12.2013 in P&P-CM cell file No.3-38/2010/P&P-CM (Pt.II). Queries/clarification/feedback in respect of above tariff may be addressed to Product and Pricing- CM Section, C.O., BSNL, New Delhi and monthly feedback may be sent on [hqcm.pp@gmail.com](mailto:hqcm.pp@gmail.com), [hqcm\\_pp@bsnl.co.in](mailto:hqcm_pp@bsnl.co.in)

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

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-Billing Centre).
- 8) 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)