

Circular T&C-CM No. 21/18-19

To

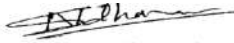
All CGMs- Telecom Circles/ Telephone Districts

Sub: Promotional offer of bundling of Free PRBT and unlimited song change option for 30 days with Top-Up of Rs.260 (FTT) under prepaid mobile services- reg.

The competent authority has decided to offer free bundled PRBT with unlimited songs change option for 30 days with recharge of Top-Up of Rs.260 with Full Talk Time for 90 days as promotional offer under prepaid mobile services.

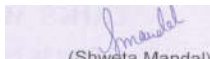
PRBT Content bundled with Top-Up 260			
TOTAL (A=B+C+D)	Share of PRBT vendor in Rs. Subscription charges (@10paise/day *validity in days) + unlimited song selection charges (@1paise/day *validity in days) (B)	Share of Pyro (C=5% of (B+D))	Share of BSNL (D)
₹ 3.47	₹ 3.30	₹ 0.17	₹ 0.00

- The above tariff to be implemented w.e.f. 01.08.2018.
- Circles to provide the monthly feedback for the number of customers recharging Top-Up of Rs.260 per month and the number of customers utilizing/activating the free PRBT who have recharged Top-Up 260 during this promotional offer.
- 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.
- 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.**
- 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.
- This circular is issued based on the approval of ECT vide Approval No.3539 dated 25.07.2018 in P&P-CM cell file No.3-38/ECT/2018/P&P-CM (Pt. III). 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, hqcm_pp@bsnl.co.in.


(N. S. Dhama)
DGM (T&C-CM)

Copy to:

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


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