

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

Date: 30.03.2021

Circular T&C-CM No. 82/20-21

To
 All CGMs- Telecom Circles/ Telephone Districts

Sub: Promotional offer with PV2399 under GSM prepaid mobile services.

The competent authority has decided to offer the promotional offer with PV-2399 for 60 days w.e.f. 01.04.2021 under the GSM prepaid mobile services as under:-

MRP in Rs.	Freebies	Validity
2399	Unlimited voice Local/STD calls any net in Home LSA and national roaming incl. MTNL network in Mumbai and Delhi + Unlimited data (speed reduced to 80 kbps after 3GB/day) + 100 SMS/day\$\$ including MTNL area Mumbai and Delhi+ Free PRBT with unlimited song change option +Free EROS Now entertainment services.	437 (=365 +72)

Note:-

- **No voice FUP condition**
- **The Free SMS/day (\$\$) will be applicable in home and national roaming including MTNL network roaming area of Delhi and Mumbai".** The SMS/Voice benefits (if any) under this voucher cannot be used for outgoing SMS/Voice to premium numbers, IN numbers, international numbers and other chargeable short codes; the subscriber will be charged applicable tariffs for the same. This voucher is intended only for personal use of included services. BSNL reserves the right to discontinue service immediately in case of misuse/fraudulent use/unauthorized telemarketing and commercial use. Unutilized free benefits will be forfeited at the expiry of current recharge of the plan.
- **The Bundling of PRBT and the EROS with PV2399 is to be done for whole validity period of PV2399 which is presently 437 days with promotional offer. This 72days extra validity with PV2399 to be given w.e.f. 01.04.2021 till 30.05.2021 (i.e. promotional period of 60 days).**

Bundling Details

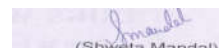
- Revenue share payable to PRBT Partners will be 6 paisa/day/subscriber (i.e. provisioning & content cost) instead of 7 paisa/day/ subscriber as per letter no. BSNLCO-VAS1/16(11)/3/2020-VAS-CM dated 22.03.2021 issued by VAS Cell, BSNL CO.
- For EROS bundling, revenue share payable to M/s UPSPL @ 36paisa per day per subscriber plus applicable taxes.
- 5% of price of total content cost (PRBT content provider) be paid to VAS retail platform provided by M/s Pyro.
- OTF for PV2399 in place of Normal S&D commission as below to be effective with the promotional offer of 72 days:-

Particular	Validity	Franchisee - Retailer		Franchisee - RD		Three tier RD		
		Franchisee	Retailer/DSA/PCO/BA	Franchisee	RD	Franchisee	RD	Retailer/DSA/PCO/BA
OTF for PV2399 in place of FRC commission as per S&D policy	437 [365(normal)+72(promotional)]	30	220	30	220	15	15	220
OTF for PV2399 in place of migration/ validity extension as per S&D policy	437 [365(normal)+72(promotional)]	20	130	20	130	10	10	130

2. 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.

Contd.....

3. **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.**
4. 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.
5. This circular is issued based on the approval of ECT vide Approval No. 4539 dated 25.03.2021 in P&P-CM cell file No. BSNLCO-PPCM/11/1/2020-PnP-CM-Part(1). 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.


(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 (North 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.