

# Bharat Sanchar Nigam Ltd.

(A Government of India Enterprise)

Tariff & Costing-CM Section, Corporate Office,  
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H.C. Mathur Lane, Janpath, New Delhi - 110 001.  
Tel. No.011-23037109/200 Fax No.011-23329125



No.26-07/2011-T&C-CM


Date: 22.01.2014

## Circular T&C-CM No. 74/13-14

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

Kindly refer to this office orders of even No. dated 20.12.2013 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.200 to Rs.999 and 10% extra usage value on MRP Rs.1000 to Rs.2999 were offered for a limited period from 24.12.2013 to 31.03.2014. Now TRAI has intimated that since validity of promotional offer should not be more than 90 days, the promotional offer needs to be restructured so as to make it consistent with TRAI guidelines. Based on the intimation received from TRAI, it has been decided by the competent authority to **restrict the validity of promotional offer to 90 days from the date of launch of the scheme.**

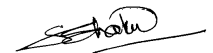
2. This may be brought to the notice of all concerned for taking necessary action in this regard. Press note and proper advertisement as deemed fit may be made to generate adequate response. Circles may also send SMS conveying the above scheme to the customers.
3. Circles have to update their website 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.1392 dated 22.01.2014 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) 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)