

Bharat Sanchar Nigam Ltd.

(A Government of India Enterprise)

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No.26-18/2010-T&C-CM

Date: 01.10.2010

Circular T&C -CM No. 71/10-11

Sub: Special mobile “Home Unlimited Plan” with unlimited free call facility to one BSNL home landline number-reg.

On the occasion of Navaratra & Diwali festival, it has been decided by the competent authority to introduce a special plan called “Home Unlimited plan” under 2G Mobile services for BSNL landline customer with the following terms and conditions.

(i) Home Unlimited Plan under 2G Prepaid mobile service

Sl.	Particulars	General Plan-1P/sec
1	MRP of SIM & Activation in Rs (Inc. of S.T)	Free
2	Free talk value with SIM in Rs	Nil
3	MRP of First Recharge Coupon in Rs. (Incl. of S. Tax)	33
4	MRP of Starter Pack (SIM+FRC) in Rs.	33
5	Talk value with FRC in Rs.	15
6	Validity in days	180
7	Call Charges in paise per sec from home LSA	
	A. Local (Intra Circle)	
	On-net	1p/sec
	Off-net	1.2p/sec
	Local Call to One BSNL Fixed Line number in his/her Own name	Free
	Reduced call charges on two BSNL number	NA
	B. STD calls (Inter Circle)	
	On-net	1p/sec
	Off-net	1.2p/sec
	Reduced call charges to One BSNL number	NA
8	Call charges while roaming	As per General “1p/sec” plan
9	Extension of validity of this plan	Normal recharge
10	All other terms and conditions	As per General “1p/sec” plan

(ii) Home Unlimited Plan under 2G Postpaid mobile service

1	Activation charges	Free
2	Security Deposit	Free for Local/STD facility
3	Postpaid plan on which facility available	Any plan
4	FMC in Rs.	As per plan
5	Freebies	As per plan
6	Local Call to One BSNL Fixed Line number in his/her own name	Free
7	Reduced call charges on two BSNL number	NA
8	All other terms & Conditions	As per plan

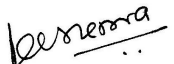
- (iii) The Home Unlimited plan will be provided **as new mobile connections only**.
- (iv) The above plans are **to be offered through BSNL CSC only**.
- (v) The customer may be asked to produce **last paid bill of the Landline number** also to verify the genuineness of the customer.
- (vi) No concession in call charges from Landline number to Home plan number will be allowed.
- (vii) The MRP of FRC is inclusive of Service Tax @10.30%. Circles can suitably adjust the MRP in the price band upto Rs.3 (+/-) of above price considering the local market condition and technical feasibility.
- (viii) In case of Assam, J&K and North East LSAs validity of plan is subject to the guidelines/instructions issued by Govt. of India/Regulatory Authority from time to time.

2. The Home Unlimited Plan to be offered as a promotional offer during the festival period for 90 days from **with effect from 07.10.2010**.

3. 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. In addition to above, all landline customers may be informed about the scheme through IVRS and printed message in the Landline bill to make the scheme a success.

4. All CSCs are to be educated / updated about the scheme to generate a good response. Availability of SIMs, CAF, brochures etc are to be ensured at all CSCs before the date of launch of scheme for proper delivery of the product.


5. The impact of above tariff needs to be analyzed and feed back on number of connections added and revenue generated be submitted to Director(CM) on monthly basis.


(Prema Krishnamachari)
Dy. General Manager (T&C)

To
All CGMs- Telecom Circles/ Telephone Districts.

Copy to:

- 1) CMD, BSNL.
- 2) Directors- CM/CFA/E/HR/F, BSNL.
- 3) ED-F/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) GMs (Marketing)/(Sales)-for giving publicity.
- 7) GMs (CMTS/CDMA-Billing Centre).
- 8) Director General P & T Audit, Delhi- 110054.
- 9) OL Section –for Hindi version.
- 10) Guard file.


(Subrat Kumar Mohakud)
Dy. Manager (T&C)