



Mktg/CFA/Broadband General Corr/2010-11/ 59

dt 16/03/11

Sub: Demand generation for Broadband service-reg

It is observed that, net broadband addition is very low throughout the circle. Though new broadband connections are increasing considerably, the disconnections are very high and in some SSAs net addition is negative. (SSA wise gross and net additions is given as annexure)

SSAs are requested to analyse the reasons for such heavy disconnections by meeting the disconnecting customers through Project Udaan team. Moreover, counselling shall also be done to the customers while surrendering so as to retain the connection by alleviating the reason for surrender.

The following measures have been announced by corporate office to increase broadband base.

- Reformulation of all existing Postpaid BB plans
- Launch of new unlimited BB plans vide lr. No. R&C-CFA. No.49/10-11 dt 17/01/2011 .
- New schemes in respect of pre-paid broadband services, new plans for PCOs, promotional scheme for providing postpaid IPTV without Broadband.
- Incentive of Rs.200 to employees who bring in Broadband connection in Rural areas and Rs.100/- for urban areas (vide letter No. 64-86/09-S&M-CFA dt 23/12/10.& 10/01/11. Copy enclosed)

The highlights of reformulation of BB plans are listed below.

- Additional usage charges beyond free download/upload for limited plans reduced, starting from 10ps to maximum of 30ps.
- For existing unlimited plans BB Home Combo ULD 1000, 1350, BBG UL 2150, BBG Combo UL 2150, BBG ULD 3300, BBG Combo ULD 3300, BBG ULD 6000, BBG Combo ULD 6000, BBG ULD 9000, BBG Combo ULD 9000, BBG ULD 15000 & BBG Combo ULD 15000, bandwidth speed is upgraded starting from 1Mbps to maximum of 4Mbps.
- Home Plans BB Home Combo ULD 1000, 1350 & 1700 have been opened up to all users.
- Night unlimited free download introduced for the plans BBG Combo 599 & 749.
- Free calls increased for the plans BBG Combo 111, BBG Speed combo 2799, BBG Super speed Combo 4999 & free calls introduced in combo plans, BBG Combo ULD 3300, 6000, 9000, 15000.
- MCU charges per pulse reduced to 80 paise from 90 paise for the plans BBG Combo ULD 3300 & 6000.
- Free download/upload limit increased for the limited plans BBG Speed combo 2799, BBG Super Speed combo 4999 & 9999, BBG Rural combo 999 & BB CSC 1000.
- New Unlimited BB plan: BBG Combo ULD 850 is launched which is applicable to all users.
- Plans exclusive to PCOs BB PCO 400 & BB PCO 1000 introduced.
- Free offers: For new BB connection booking upto 31.03.2011, (i) 15 days unlimited free download (ii) free Music on demand (MoD) package worth Rs. 149 for 30 days & free Gaming Hungama (GoD) package worth Rs. 49 for 30 days.
- For booking upto 09.04.2011, (i) Security Deposit for Broadband shall be collected in 3 equal instalments starting from 1<sup>st</sup> bill. (ii) Modem Security Deposit (in case Modem taken on rental basis from BSNL) shall be collected in 3 equal instalments starting from the 1<sup>st</sup> bill.



SSAs are requested to apprise all staff and officers concerned especially Udaan/CSC staff, regarding the above so that they are fully equipped to guide customers.

Heads of SSAs are requested to convene a press meet to give wide publicity regarding the above said points. Moreover, necessary action may please be initiated to take all possible 'Below the line' advertisement activities taken on above schemes/offers. A report on melas, roadshows, press meet conducted as well as analysis report for BB disconnection may please be furnished to this office by 5<sup>th</sup> April 2011, for review by CGM.

*Signed*

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Encl:As above.

To  
All Heads of SSAs

Copy to:  
All AGM(Udaan)  
TN circle