

Network Planning -Broadband
BSNL C.O., Bharat Sanchar Bhawan
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भारत संचार निगम लिमिटेड
BHARAT SANCHAR NIGAM LIMITED

No: 64-142/10-BBVAS

Dated: 22/07/2011

To

Chief General Managers
All Telecom Circles & Telecom Districts

Subject: Free VAS over broadband.

Competent authority has approved following free offers on promotional basis for all new broadband customers registering during 01/08/2011 to 29/09/2011 (i.e. 60 days).

- Free Games on Demand (GoD) Economy Package worth Rs.49/- per month for 30 days. Franchisee is M/s Indiagames Ltd.
- Free Music and Video on Demand (MOD) Package worth Rs.149/- per month for one month & Free Gaming Hungama (GoD) Package worth Rs.49/- per month for one month. Franchisee is M/s Hungama Digital Media Entertainment Pvt. Ltd.

End to end procedure for this scheme is given below.

- For activation/ availing the service, subscriber may either contact franchisees on their toll free numbers or register for the service on following websites <http://bsnl.indiagames.com> or <http://bsnl.hungama.com>. Toll free number for M/s Indiagames Ltd. is 18004250500 & for M/s Hungama, it is 18002097010.
- In addition, the franchisee will contact newly added broadband customers directly and ask them to register for the service on above mentioned websites. Bangalore NOC and ITPC Pune will provide the subscriber database of newly created broadband customers to the franchisees on their respective e-mail addresses on daily basis. E-mail ids of M/s Indiagames Ltd. & M/s Hungama are as follows:
 - M/s Indiagames Ltd.- servicedesk@indiagames.com
 - M/s Hungama Ltd.- jumana.patel@hungama.com
- Before expiry of free period, customer will be contacted by the franchisees and paid service will be provided by the franchisee only after getting customer's explicit consent in this regard.
- The default status of customer would be "discontinuance" at the end of free trial period. For billing, the feed file sent by the franchisees at the end of free trial would charge these customers on pro-rata basis only.
- M/s Indiagames & M/s Hungama would provide data of number of customer added during free trial and number of free trial customer converted into paid customers.

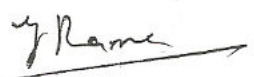
All circles are requested to utilize this free offer to increase the broadband customer base in association with both the franchisees.

This is issues with approval of the competent authority.


(Manoj Kumar)
DM (BBVAS)

Endt. NO. BB/VAS/2009-10/24 dt @ (N)-8 the 23/7/11.

Copy of the above letter is forwarded to
Heads of all SSA for info. & n/a pl.


AGM (BBV),
O/o PGM-CFA,
BSNL, TN circle
Chennai - 8.