

BHARAT SANCHAR NIGAM LIMITED
(CORPORATE OFFICE/ VAS BRANCH)
2nd Floor Bharat Sanchar Bhawan, Janpath, New Delhi -110001
BSNL 3G))) **BSNLLIVE**
Faster than your thoughts 2010

No. 200-42/2011-VAS

Dated: 2nd June, 2014

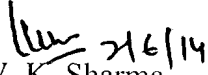
To,

All Chief General Manager
South and East Zones.

Subject: Press release for the launch of new service Facebook on USSD by BSNL-regarding.

BSNL has launched a first of its kind service for the subscribers of BSNL "Facebook on USSD in South & East zones and shortly going to be launched in North & West zones.

2. It is requested that all efforts may be made for popularize this service by publicizing in leading newspapers (Press Release enclosed) by all circles in South & East zones.


V. K. Sharma
Dy. Manager (VAS-III)
M: 9868241941

Copy to:

All Sr. GM/GM, Nodal Centers.

Press Release

BSNL launches Facebook on USSD in South and East Zone. To be launched shortly in West and North Zones

1. Introduces a simple way for mobile users to access Facebook without any internet or data connectivity
2. Service available on all phones for a charge of Rs.4, Rs.10, Rs.20 for 3 Days, weekly and monthly plans and can be accessed by dialing *325#.

~~10 May 2014, New Delhi~~ Continuing its effort of providing innovative and unique value added services, BSNL has launched a first of its kind service for its subscribers, Facebook for USSD in East and South Zones and shortly going to be launched in West and North Zones..BSNL customers can access this service without any internet or mobile data services. The service is first in the market, brought together with their partners U2opia Mobile.

Facebook for USSD enables users to access their Facebook accounts, view/post status messages, respond to friend requests, write on friends' walls, view birthday reminders and send messages, all without any internet or data connection.

To use this service, customers can dial *325# from any mobile phone and get started at a charge of Rs.4, Rs.10, Rs.20 for 3 Days, weekly and monthly plans, respectively.

Commenting on this launch, **Shri Anupam Shrivastava**, Director, BSNL said 'Companies today are looking at enhancing the portfolio of offerings to voice and SMS customers and we are really excited to offer Facebook onUSSD, given the rising popularity of social media.

What makes it even more powerful is that Facebook for USSD works on any handset, making the service available to all subscribers. We are certain that services, like the ones we have launched today, would be much sought after in our portfolio'

Mr. Sumesh Menon, CEO, U2opia Mobile added, "Facebook can now be accessed without internet connectivity and that too, at a minimal charge. These services are perfect for our always-connected customers who want to stay in touch with their Facebook friends---anytime, anywhere, on any mobile".