

To

Heads of all SSAs

No: MKTG/CFA/Promotional Scheme-Bfone/Part I/2011-14/42 dt at Ch-6 the 14.8.2014

Sub: Promotional scheme of '50% installation fees waiver' for new LL, BB, LL+BB customers for a period of 90 days - reg

Ref: No. BSNL HQrs ltr no. 1-1/2014-R&C [CFA] Dated 14-08-2014

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On the Occasion of Independence day, BSNL Corporate Office Vide letter referred above has approved the **Promotional scheme of 50% installation fees waiver for new LL, BB, LL+BB customers for a period of 90 days w.e.f. 15-08-2014 for Tamilnadu Circle.**

(Copy enclosed)

The details of the promotional scheme are as follows:-

- To waive off Rs 375/- (For urban customers) and Rs 275/- (for Rural customers) on installation fee under new Landline connection category.
- To waive off Rs 125/- on installation fee under new Broadband connection category over existing Landline connection.
- To waive off Rs 500/- (for urban customers) and Rs 400/- (for Rural customers) on installation fee under the category of new 'LL+BB' connection.

All the SSAs are requested to utilize this promotional offer to promote more connections. Various marketing activities may be planned and carried out to maximize the enrollment of connections please.

Encl. a/a

-SIGNED-

[N.Bangarukrishnaswamy]
Deputy General Manager(S&M-CFA),
BSNL, TN Circle, Chennai-6
Fax: 2829 0888



Rates & Costing Section - CFA
Corporate Office,
Eastern Court
Janpath, New Delhi



भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)
BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

No. 1-1/2014-R&C [CFA]

Circular R&C-CFA No. 37/14-15

Dated: 14-08-2014

Subject: Introduction of promotional scheme to offer 50% installation fee waiver for new Landline, Broadband, Landline + Broadband customers for a period of 90 days in Tamilnadu circle only - reg.

1. The Proposal of Tamilnadu Circle regarding launch of promotional scheme offering 50% installation fee waiver for new Landline, Broadband, Landline + Broadband for 90 days in Tamilnadu circle has been examined in this Office by the NWP-BB Cell. On the basis of recommendations of tariff Committee, the competent authority has decided "to introduce promotional scheme to offer 50% installation fee waiver for new Landline, Broadband, Landline+Broadband connection for a period of 90 days in Tamilnadu circle only.

The details of promotional scheme are as follows:-

- a) To waive off Rs. 375 (for Urban customers) and Rs. 275 (for Rural customers) on installation fee under new Landline Connection category.
 - b) To waive off Rs. 125 on installation fee under new Broadband connection category over existing Landline connection.
 - c) To waive off Rs. 500 (for Urban customers) and Rs. 400 (for Rural customers) on installation fee under the category of new 'LL+BB' connection.
2. The circle will ensure to comply with all regulatory mechanism.
 3. All other terms and conditions shall remain unchanged.
 4. The above scheme shall be applicable w.e.f. 15-08-2014 on promotional basis for 90 days in Tamilnadu circle only.
 5. This circular is issued based on the approval of Competent Authority in Broadband cell file No. 64-133/2014/Tariff/Pt.1. For any queries/clarification in this regard, matter may be taken up with Broadband Section, BSNL Corporate Office, Janpath, New Delhi-110001 (Tel. No. 011-23322064 and Fax No. 011-23734052).

Sd/-
(C.L.Swami)
AGM (T&C)-CFA

To

The CGMT Tamilnadu Circle w.r.t. letter NO. MKTG/CFA/Promotional Scheme/BFone/Part-I/2011-14/39 dtd. 01-08-2014.

Copy for information to: -

1. CMD, BSNL.
2. Director (CFA/CM/ENT/HR/FIN) on BSNL Board.
3. Executive Director (Finance/CA/NB), BSNL.
4. All PGMs/Sr. GMs/ GMs, CO BSNL.
5. GM (NWP-BB)-CFA, CO BSNL with reference to case mark: No. 64-133/2014/Tariff/Pt.1., carrying the approval of the Competent Authority in the matter. It is requested that necessary action may be taken regarding website updation.
6. CGM (ITPC), Pune for necessary changes in CDR / billing system.
7. CGM (BBNW), New Delhi / GM (BBNW), Bangalore NOC, BBNW.
8. Sr.GM (CIT), BSNL CO – for placement on BSNL Website.
9. Secretary TRAI – for information please.
10. Director General P&T Audit, Shyam Nath Marg, Near Old Secretariat, Delhi-110054.
11. Guard file.

DM (T&C)-CFA