

Office of
Chief General Manager(Telecom)
Marketing Cell-CFA,
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भारत संचार निगम लिमिटेड
(भारत सरकार का एक उद्यम)
BHARAT SANCHAR NIGAM LIMITED
(A Government of India Enterprise)
BSNL 3G)))) **BSNL LIVE**
Faster than your thoughts 2010

Mktg/CFA/SSA activities/2011-12/

dt 16/07/11

Sub: Popularising VAS services in Broadband -reg

Value added services such as Music on Demand, Games on Demand which are available with broadband service of BSNL are good sources of additional revenue and hence need to be popularised.

Features of the service:

Games on Demand :

- Starter plan at Rs.100/month
- Over 280 games at a flat monthly fee of Rs.200/-
- All game downloads & site surfing free-only monthly subscription
- Payment through telephone bill
- Hardware/software requirements suggested automatically
- All games legal
- Broadband customers have 15 days free trial offer.

To play Games on Demand go to

<http://www.bsnl.co.in/service/Gamesondemand.html>

Music on Demand: (Hungama Entertainment portal)

The On-Demand Entertainment Store is a place where BSNL Broadband members get access to preview and download thousands of audio songs and music videos. Members also get access to play unlimited casual games on their browsers

Audio and video sections comprise of latest songs and music videos from across categories such as Bollywood, Telugu, Tamil, Punjabi & Devotional to name a few.

Gaming on the other hand offers members single and multiplayer games ranging from action to arcade games, puzzles and trivia to Bollywood movie games and more...

Package 1 comprising of 60,000+ audio and 1500+ Music videos tracks Flat rental for unlimited download monthly **Rs.149/- p.m.** Auto-renewal mode

GAMESon-DEMAND(Hungama Entertainment portal)

Unlimited Excitement:Flat rental for unlimited **Rs.49/- p.m.** Auto-renewal mode game plays Package 1 comprising of 130+ casual web based games

To avail the service visit <http://www.bsnl.co.in/service/mvhome.html>

SSAs are requested to popularise the services through following activities to maximise revenue:

- Scrolling in cable TV
- Message in telephone bill or a small notice along with telephone bill.
- Mail to the broadband email id of all existing customers
- Distribution of Pamphlets by SSAs
- SMS advertisement for this service is being taken up by circle office.

A feed back report on the activities taken up by the SSA may be submitted by 14/08/11



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To
All Heads of SSAs,
BSNL,Tamilnadu Circle.