



No. 1-1/2012-R&C [CFA]

Dated: 05-09-2012

Circular R&C-CFA No. 24/11-12

Subject: Promotional scheme of "Two weeks free trial of VVoBB service" in all zones of BSNL, for a period of 90 days-reg.

Approval of the Competent Authority is hereby conveyed for introduction of Promotional scheme of Two weeks of free trial of VVoBB service in all Circles & Telephone Districts of four zones of BSNL with following terms and conditions:

- i. Two weeks of free trial of VVoBB service may be offered to the new VVoBB customers who register for VVoBB service within 90 days. **This scheme shall not be available in Circles where VVoBB service has already been launched and same was already on offer. The scheme will not be extended beyond 90 days in any case.**
 - ii. After free trial customer shall have the option to continue the service at applicable charges or to surrender the VVoBB service.
 - iii. No Initial charges are to be taken from such customers.
 - iv. During free trial period of VVoBB service, domestic (video & Voice) calls through VVoBB service would be free for such customers.
 - v. International calling through VVoBB service is not to be allowed during free trial period.
 - vi. The VVoBB service shall be activated with explicit consent and filling up of CAF in compliance of LI requirements.
 - vii. Franchisee may take a post dated cheque from the prospective customer in lieu of CPE charges, which may be returned back in case of surrender of service during free trial of service.
 - viii. It must be ensured that free trial to any customer is limited only for two weeks. Free trial should not be provided beyond two weeks at a time or several times giving some break to any telephone number of same customer or related party telephone number or same address, to avoid any misuse of facility.
2. The above promotional schemes **shall be effective with immediate effect in all the circles & Telephone Districts of all four zones of BSNL.**
 3. Following reports may be submitted on monthly basis to T&C-CFA and BBVAS-CFA branch of Corporate Office electronically at tccfa.bsnl@gmail.com and tccfa.hq@bsnl.co.in respectively:-
 - a. Full detail of the free trial facility given to the customers along with their telephone number, name & address, duration of free trial offered details of total calls made by the customers during free trial duration etc.
 - b. Revenue trend analysis of the VVoBB service and net benefit to BSNL after revenue share to the Franchisee.
 4. This circular is issued based on the approval of Competent Authority in BBVAS-CFA file No. 14-1/2012-Broadband/IT-CFA. For any clarification/correspondence, in this regard, matter may be taken up with IT-CFA Section, BSNL Corporate Office, Janpath, New Delhi-110001 (Tel. No. 011-23766814 and Fax No. 011-23730392).

(S.L.Meena)
AGM (T&C)-CFA

To

The CGMT, all Circles & Telephone Districts.

Copy for information to: -

- 1) CMD, BSNL.
- 2) Directors (CFA / CM / ENT / HR / FIN) on BSNLs Board.
- 3) PGM Regulation for information to TRAI.
- 4) Sr.GM BBVAS-CFA, CO BSNL w.r.t case mark: 64-44/09-Broadband/SIS (Pt-3), carrying the approval of the Competent Authority in the matter. It is requested that necessary action may be taken regarding website updation.
- 5) CGM (ITPC), Pune.
- 6) Director General P&T audit, Delhi-110 054.
- 7) Guard File.



(S.S.Verma)
DM (T&C)-CFA