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

No. 19-1/2011-SCM-CM

Dated: 09/06/2014

To,

**Chief General Managers,
All Telecom Circles/Districts**

Subject: Incentive to active POS to download "C-TOPUP App"

Details about "Ctopup Apps" have already been communicated vide letter of even no. dated: 03.06.2014 and is available on Intranet. This App will help Retailers, DSAs, FOS & CSC staff to carry out topup or recharge of customers even when OTA based or USSD based Ctopup stops working due to outage etc.

2. In order to promote this App, following incentive scheme has been approved by the competent authority:-

- a) Any active POS, who downloaded the "**Ctopup APP**" and has used it for minimum 5 successful transactions, is to be given **500 minutes on-net talk-time** on his/her C-TOPUP number. To qualify for active POS status, there should be at least Rs. 3000/- worth transactions of topup or recharge using Ctopup SIM during scheme period.
- b) Franchisees & RDs are allowed to avail benefit of the incentive by downloading the "Ctopup App" on to their C-Topup SIMs.
- c) This will be one-time incentive. If any POS has already got the said incentive and downloads the same APP again, he/ she will not be eligible for the incentive.
- d) Incentive will be approved by the DGM (S&M) of the Circle based on report from the Ctopup system and will be provided to all eligible POS by 5th of subsequent month through the respective IN in-charge.
- e) The Scheme will be valid till 31-7-2014.

This may be implemented with effect from 16-06-2014.

Upendra Bakolia
Addl. GM (S&M)-CM

Copy to:

1. Sr.GM/GM, Nodal Centre, Chandigarh/Pune/Kolkata/Trichy/ Hyderabad for n/a please
2. M/s Pyro. for information please