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

No.4-48/2013-14-S&M-CM

Dated: 29<sup>th</sup> January, 2014

To

The Chief General Managers,  
All Telecom Circles/Districts

Subject: **Promotion of "One nation, One number, One rupee a day – Roaming free by BSNL".**

Kindly refer to tariff circular No.76/13-14 dated 29.1.14 regarding introduction of new roaming STV of Rs.90/- with validity of 90 days. As the scheme has already been announced by Hon'ble MOC&IT, you are requested to ensure wide publicity of this customer friendly roaming tariff by BSNL. In this regard followings are to be ensured as early as possible:-

1. Press release by all Circle Heads as well as SSA Heads – draft text, which can be modified based on local requirement is enclosed as Ann.I.
2. Dangers and Posters may be got printed and made available at all points of sale & CSCs – two samples for the purpose are enclosed as Ann.II.
3. Radio jingle popularising the roaming tariff has been got prepared and the file is available in Marketing download section of Intranet. It may be made use of effectively.

Internal marketing is very important and hence it is requested to allocate suitable time slot for discussion about roaming tariffs in the SSA heads meeting, franchisee/retailers meet, interaction with CSC staff, discussion at various union/association platforms and briefing to call center trainers and team leaders.

Let us remember that quality of service will always have priority over tariff and hence kindly ensure special drive for testing of roaming using test SIMs from all other circles available in your circle.

( S.C. SHARMA )  
G.M.(S&M-CM)

Encl.: As above.

Copy to:

1. CMD and all Directors, BSNL Board for information.
2. All EDs/PGMs/SrGMs/GMs, BSNL CO.
3. President National BSNL Franchisee Association, Kolkata.

Kindly fax it to  
all SSA and  
Pl. hand it over to  
IT section  
upload it  
intranet

Faxed to - GM(S&M-CM)  
All SSA heads  
for map  
mg implement  
from  
22/2

**“One nation, One number, One rupee a day – Roaming free by BSNL”**

BSNL has launched nation wide free roaming facility to its customers with nominal charge of Rupee 1/- a day. Customers are required to recharge through a Special Tariff Voucher(STV) of Rs.90/- which will allow unlimited free incoming calls for 90 days while roaming anywhere in the whole of country.

Majority of the youth population generally roams in various parts of the country either for studies or due to jobs and maintain two phone numbers because of roaming charges- One of the home circle and other one of visited circle. This STV scheme is bound to help roaming customers as they will be able to use their home circle number for receiving unlimited incoming calls while in roaming anywhere in India.

BSNL has also launched various other lucrative offers regarding roaming. Some of these are as follows:-

**Special Tariff Vouchers(STV):-**

BSNL offers three “roaming STVs” in addition to recently introduced STV90. Roaming STVs are for those customers who don't want to switch their existing tariff plans but wish to use features of free incoming call in roaming.

- STV of Rs.5/- with unlimited incoming call free in roaming & O/G local and national @ 1.5p/sec in roaming with validity of 1 day.
- STV of Rs.33/- with unlimited incoming call free in roaming & O/G local and national @ 1.5p/sec in roaming with validity of 7 day in selected areas.
- STV of Rs.69/- with unlimited incoming call free in roaming & O/G local and national @ 1.5p/sec in roaming with validity of 30 day.
- New STV of Rs.90 with unlimited incoming call free in roaming & O/G local and national @ 1.5p/sec in roaming with validity of 90 day.

For the customers who want regular roaming tariff plans, BSNL offers:-

**RTP-FR 149:-** It has Fixed Monthly Charge of Rs.149 for postpaid customers and provides unlimited incoming call free in roaming and also 100 free minutes (Outgoing local+STD). 100 free SMS (Local+National) every month with local and STD call charges @ 1/min in home LSA and also while in roaming anywhere in the country.

**RTP-FR 705:-** It is for Prepaid customers and offers validity of 180 days with unlimited incoming call free while in roaming. It also provides 336 free minutes voice call, 100 free minutes video call, 200MB free data and 100 free SMS and further call charges @ Rs.0.80/min for on-net local/STD & Rs.1.00/min for off-net local/STD in home LSA and also while in roaming.