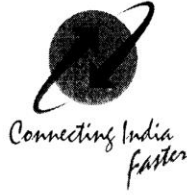


Office of
Chief General Manager(Telecom)
Marketing Cell-CFA,
Tamilnadu Telecom Circle
New CTS Building, Ground Floor,
16, Greams Road, Chennai-600 006



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/bfone/Promotional Scheme/2011-12/ 5

dt 13/10/11

Sub: Introduction of Friends and family scheme for land line customers of Tamilnadu circle-reg

Approval of CGM,BSNL Tamilnadu circle is hereby conveyed for launching Friends and Family scheme to Tamilnadu circle land line customers. The scheme will be launched for a period of 90 days w.e.f 14/10/11.

Details of the plan:

A land line customer can register up to three BSNL landline /BSNL GSM in Tamilnadu circle or Chennai TD for which the customers can call at reduced rates. To enable the same fixed monthly charges will be collected.

Particulars	Tariff
For registering 1 BSNL landline /GSM in TN circle or Chennai TD	Rs.29/- p.m
For registering 2 BSNL landlines /GSM in TN circle or Chennai TD	Rs.49 /- p.m
For registering 3 BSNL landline /GSM in TN circle or Chennai TD	Rs.59/- p.m
Call charges to the F&F numbers from the land line connection registered under the scheme	
From 0800 Hrs-2100 Hrs	Re.0.20/min
From 2100 Hrs -0800 Hrs	Re.0.10/min

Other terms and conditions:

- Addition beyond three numbers not allowed
- Service tax Extra
- All other calls except F&F will be charged as per existing tariff plan.
- Any calls made to F&F numbers within the limit of free calls will not get full benefit.
- No commission shall be payable to Franchisee under this scheme

Change of number which is already registered under the scheme and charge for the same:

In order that the facility is not misused it is decided that a number once registered should not be allowed for change for a period of 15 days. After 15 days, a customer can change the number if desired at a cost of Rs.10/- per number.

Inclusion/exclusion of a number to F&F:

A customer who has already registered under F&F can include one or two more numbers (Maximum three) under F&F at any time for which the charges will be calculated on prorata basis.

Example:

A customer has already registered one number under F&F on 01/07/11. He intends to include one more number on 15/07/11. Then he will be charged Rs.(14/31)*29+Rs.(17/31)*49. For exclusion/deactivation of facility also the same formula will apply.

The scheme has been implemented in CDR with the following limitations:

1. There is no check in the CRM for verifying whether a particular mobile number belongs to BSNL or not. Hence the same has to be done by CSR outside the system.
2. There is no check to find out whether a mobile number registered under F&F has ported out. The system shall continue to bill the customer under F&F only. Hence CSCs may keep a watch on the report on such F&F ported out numbers available in ITPC reports section and remove F&F facility to such ported out numbers under intimation to customers.
3. The CDR system does not bill the customer as per order directly but it will be configured as discounts as detailed below.
 - F&F charges for one number-Rs.29/-
 - F&F charges for two numbers-Rs.29X2=Rs.58 and Rs. 9 will be shown as introductory discount offer. Effective charge Rs.49/-
 - F&F charges for three numbers-Rs.29X3=Rs.87 and Rs.28 will be shown as introductory discount offer. Effective charge Rs.59/-
 - Details will be shown as above in the bill.
4. Any calls made to F&F numbers within the limit of free calls will not get full benefit.

It is requested that the above limitations may be brought to the notice of all CSC staff for proper guidance to customers and implementation of the above scheme.

The Scheme may be given wide publicity through all possible cost effective methods such as display of A4 print out in CSCs, hand bills through newspapers, cable TV scrolling etc.

A feedback report on the scheme may be furnished to this office on weekly basis every Monday, in the following format.

Feed back report on F&F scheme

SSA

W/e

No.of enrolments under F&F

One number	Two numbers	Three numbers	Total



S.K.Radha)

General Manager(S&M-CFA)

Ph:044-2829 7140 fax:2829 0888

To

All Heads of SSAs,TN circle

Copy to:

GM(BP&IT), TN circle

GM(TR) TN circle

AGM(CSC), O/o.CGM,TN circle

AGM(Udaan)/ AGM(Mktg-CFA) All SSAs

Call centre, Trichy.