

Revenue Management-Consumer Mobility  
Section, Corporate office, 216, 2<sup>nd</sup> floor,  
Eastern Court, Janpath, New Delhi-110001  
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भारत संचार निगम लिमिटेड

(भारत सरकार का उपक्रम)

BHARAT SANCHAR NIGAM LIMITED

(A Govt. of India Enterprise)

IndiaBroadband<sup>2007</sup>  
Linking India >>>

No. 2-137/2013/RM-CM/BSNL/

Dated: 05 /03/2013

To

1. All Sr. GMs / GMs Zonal Billing Centre
2. All Heads of Telecom Circles and Metro Telephone Districts,  
Bharat Sanchar Nigam Limited.

**Sub: Withdrawal of scheme of @1% discount on payment of Mobile telephone bills through ECS / On Line / ATMs etc.,**

As per the decision taken by the competent authority, CO BSNL, the scheme of 1% discount given to customers on payment of Mobile telephone bills through ECS/On line/ATMs etc., stands withdrawn w.e.f 01/04/2013.

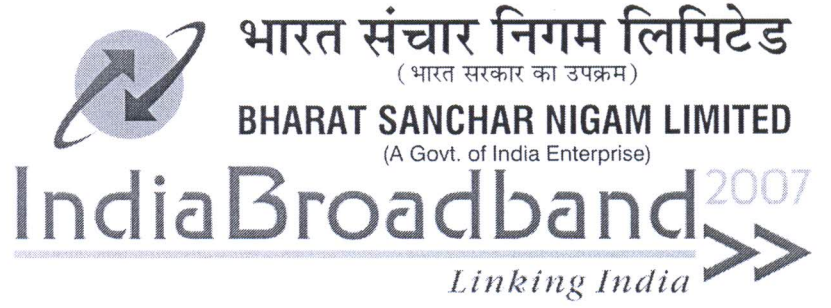
Accordingly it must be ensured that all references to the scheme of 1% discount present on BSNL websites (Corporate or Circle / Project website), printed publicity material, messages on SMS / e-mail /IVRS or messages printed on bills / receipts etc are withdrawn immediately. These references should simply be deleted without making a counter statement to the effect that the scheme is withdrawn.

It must be ensured that suitable messages for payment options like online payments on BSNL website, at ATMs or through ECS etc, *inter-alia* as modes of payment should continue to be displayed.


It must be ensured that necessary processes involved in making suitable modifications and all associated activities in all the Commercial/Billing and Accounting including B&CC System should be completed by 31<sup>st</sup> March, 2013 by all the Zonal Billing Centers/All Telecom Circles/Districts

In case of preprinted stationery and other pre printed marketing material, where the message of availability of discount @ 1% for online payments etc. is printed, it will be necessary to print another message on the bill stating that **“Scheme of 1% discount for online/ ECS payment stands withdrawn w.e.f. 1<sup>st</sup> April, 2013, the earlier message of admissibility of such discount may be ignored.”** Similar messages should be stamped on the preprinted marketing material also, till the existing stock of such stationery gets exhausted.

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Implementation of the instructions is to be monitored and status be appraised to this office before 31<sup>st</sup> March 2013.

  
(S. K. Gupta)  
DGM (RM)-CM

**Copy for kind information to:**

1. CMD, BSNL
2. Director (CFA/CM/EB/NB) BSNL Board
3. ED (Finance), CO BSNL
4. Sr. GM (NWO-CM)
5. GM (RA), CO BSNL ND