

Rates & Costing Section-CFA
Corporate Office
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भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)
BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

No.10-1/Misc-R&C [CFA]

Dated: 04-03-2013

Circular No. 68/12/13

Subject: - Clarification on withdrawal of Zero / Reduced monthly fixed charges under Landline services in Rural Areas-reg.

Reference is invited to this office letter No. 3-18/2005-R&C (Pt-IV) dated 17-07-2008 (Circular No.25) introducing Zero/Reduced monthly fixed charges plans under landline services in rural areas on promotional basis for a period of 90 days with validity period of two years and subsequent clarification issued vide letter of even no dated 13-08-2008. No extension regarding continuation of these plans beyond validity period was ever granted by this office.

It is, however, observed that some field units are offering these plans to prospective customers even after expiry of promotional offer period and existing customers are being allowed to continue beyond validity period of two years without any approval from this office. The usage analyses of these plans indicate a very poor ARPU i.e. around Rs 12/- under zero rental plan and Rs 26/- under reduced rental plan.

The matter has been examined in this office and it has been decided by the Competent Authority that plans offered to existing customers stand withdrawn and these customers may be migrated to general plans or any plan chosen by them after observing the TRAI guidelines.

(K.K. Jain)
AGM (T&C)-CFA

To

ENDT.No.CS-CFA/ Tariff/2012-13/116 dated at Chennai-600 006, the 5/3/2013

Copy forwarded to the all Heads of SSA for information and further necessary action.

The Zero reduced plan mentioned in this circular shall not be offered to the prospective customer. All the existing customer in these plans may be migrated to general plans or any plan chosen by them after observing the TRAI guidelines.

Asst.General Manager (CS-CFA),
O/o the General Manager (S&M-CFA),
BSNL, Tamilnadu Circle,
Chennai-600 006.

Copy to:

- 1.Sr.General Manager(TR), O/o CGM BSNL, TN Circle, Chennai-600 002.
- 2.The Dy.General Manager(IT), O/o CGM BSNL, TN Circle, Chennai-600 002.
- 3.Shri S.Subramanian, SDE(IT), BSNL, Call Center Chennai, R.R.Skyline Building,
M/S. Prithvi Information Solution Ltd. Plot.no.181920, Ambatore Industrial Estate, Chennai58.
- 4.AGM (MKTG-CFA)/ AGM (Udaan), AGM (CSC), 5. Circle Intranet. 6. Spare.