

NWO Cell (Fixed Access),BSNL Corporate Office,
807, Bharat Sanchar Bhawan ,Janpath, New Delhi-1
Tel No 23714148, Fax No 23734366, 23734357
Email: sanjaykumar1@bsnl.co.in



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

No.: 24-30/2010-NWO(CFA) IN

Dated: 19 .3. 2011

To,
The Chief General Manager
All Telecom Circles/ Districts

Subject: Clarification regarding UITC Jeevan Saathi and Smart ITC promotional scheme

Ref: (1) Letter No. 3-1/2010-R&C [CFA] dated 16.3.2011 reg. Promotional Bundling Scheme
"UITC JEEVAN SATHI Bundling Scheme" : Circular no 62/10-11
(2) Letter No. 3-1/2010-R&C [CFA] dated 16.3.2011 reg. Launch of Smart ITC Card on
promotional basis : Circular no 63/10-11

Kindly refer to the above mentioned circulars. In this regard, some field units have raised some queries. In this regard, I am directed by the competent authority to clarify the following -

1. With reference to letter at Sr.no 1 regarding UITC Jeevan Saathi Promotional Bundling Scheme:

a. For States other than J&K

Bundling Scheme 1

MRP = Rs 110 + Rs 55= Rs 165

Talk value = Rs 100(main card) + Rs 70(promotional card ISD Barred)

Bundling Scheme 2

MRP = Rs 300 + Rs 55= Rs 355

Talk value = Rs 281(main card) + Rs 90(promotional card ISD Barred)

b. For J&K

Bundling Scheme 1

MRP = Rs 110 + Rs 55= Rs 165

Talk value = Rs 110(main card) + Rs 75(promotional card ISD Barred)

Bundling Scheme 2

MRP = Rs 300 + Rs 55= Rs 355

Talk value = Rs 310(main card) + Rs 95(promotional card ISD Barred)

- c.** All existing features are available in above promotional cards of MRP Rs 55 except ISD calling facility.
- d.** To avail this Promotional Bundling Scheme, BSNL Franchisee / EPIN franchisee / DSA must purchase this card before 31.3.2011. However, these cards can be sold by them after 31st March 2011 also.
- e.** Customers can use these cards after 31st March 2011 also but within validity period as printed on the card.
- f.** Increased talk value is not applicable on purchase of individual card of MRP Rs. 55 without this offer.
- g.** Customers are permitted to purchase Rs 110 and Rs 300 UITC cards without this bundling offer also.

2. With reference to letter at Sr.no 2 regarding Smart ITC

- a) Smart ITC is for new customers of FLPP General (Fixed line prepaid over Post-paid)
- b) The existing (old profile) accounts of FLPP General are not to be migrated to new profile.
- c) Grace period of 10 days is applicable on Retail Account Card of MRP Rs. 110/- .
- d) To avail this promotional scheme, BSNL Franchisee / EPIN franchisee / DSA must purchase this card before 31.3.2011. However, these cards can be sold by them after 31st March 2011 also.
- e) Customers can use these cards after 31st March 2011 also but within validity period as printed on the card.
- f) This card is accessible from BSNL Landline/Mobile.



**(V.K Sharma)
Dy. Manager (IN)**

Copy:

- 1. GM (NWO) CFA All Circles
- 2. SCP Incharge Luck/Ahmd /Bang /Kol