

Corporate Office(T&C-CFA Branch)
2nd floor, Room No. 227 A,
Eastern Court, Jan path,
New Delhi – 110 001
Phone – 011 -23765039/23734321
Fax – 011 - 23734319 / 23734322
Email id : tccfa.bsnl@gmail.com



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

No. 1-1/2018-R&C [CFA]

Dated: 07-12-2018

Circular R&C-CFA No.150/18-19

Subject: Introduction of Cashback scheme for all the new and existing BSNL's LL/BB/BBWiFi Customers who opts half yearly/annual payment option in all the Circles -reg.

1. Following has been decided by the Competent Authority:

a) To introduce the following Cashback scheme for all the new and existing BSNL's LL/BB/BBWiFi Customers who opts half yearly/annual payment option in all the Circles. Details are as follows:

i. Customers (new and existing) subscribing to annual and half yearly rental plans will be charged full rental amount and eligible cashback (defined below) shall be credited back to customer account.

Eg. During New Registration or Plan change to annual option, instead of current practice of charging the customer with 11/10 months rental, 12 months rental will be charged to customer.

ii. 25% cashback/credit will be given to customers opting for annual plan and 15% cashback/credit will be given to the customers opting for half yearly plan.

E.g. if the annual rental is Rs.1000 and GST is Rs.180. Post payment against the invoice, an amount of Rs.250 will be given as credit adjustment / cashback.

iii. This cashback credited amount is utilizable against any type of payment customer does in future to BSNL for that number like add on pack, plan upgrade etc.

iv. In case customer is going for plan change of this service, second cash back will not happen to this service within the period of one year of taking annual subscription. Differential amount shall be charged for the service upgrade.

b) The scheme shall be effective w.e.f. 10th Dec-2018 for a period upto 31st Dec-2018.

c) Wide publicity should be given to this scheme, the same shall be ensure by Circles.

d) Targets are being given to Circles for making extensive efforts to migrate 25% customers to this scheme upto 31st Dec-2018, by contacting customers through outbound calling, SMS, and email. ITPC shall make an arrangement for outbound calling through call center, to the identified customer base for plan migration.

2. All other terms and condition shall remain same as per earlier circulars.

3. Circles shall ensure to comply with all regulatory mechanism.

4. This circular is issued based on the approval of Competent Authority in Broadband Cell File No. 64-445/2018/BB/Tariff. Clarification/correspondence, if any, in respect of above tariff may be sent to Broadband Section, BSNL, Corporate Office, Janpath, New Delhi-110001 (T.No.011-23322064 Fax No. 011-23734052).

DGM (T&C)-CFA

To

All CGMs - Telecom Circles / Metro Telephone Districts/ITPC, Pune.

Circular R&C CFA No. 150/18-19 dt. 07-12-2018

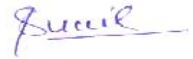
Regd. & Corporate Office: Bharat Sanchar Bhavan, H. C. Mathur Lane, Janpath, New Delhi-110001

Corporate Identity Number (CIN): U74899DL2000GOI107739

Website : www.bsnl.co.in

Copy for information to: -

1. CMD, BSNL.
2. Directors (CFA / CM / ENT / HR / FIN) on BSNLs Board.
3. Executive Director (Finance), BSNL.
4. CGM, NCNGN- for information.
5. All Tariff committee members [GM (NWP-CFA)/GM (NWP-BB/GM (CFA)/Sr.GM (Finance-CFA)], BSNL C.O.
6. GM (NWP-BB/PDP)-CFA, CO BSNL w.r.t case mark: 64-445/2018/BB/Tariff carrying the approval of the Competent Authority in the matter.
7. GM (CIT), CO BSNL – for placement on BSNL Website.
8. AD OL for Hindi version.
9. CGM (ITPC), Pune for necessary changes in CDR/billing systems.
10. CGM (BBNW), BSNL, CTS Compound, Netaji Nagar, New Delhi-23.
11. GM (BBNW), Bangalore NOC, East Telephone Exchange Building, Lazar Road, Near Bangalore east Rly Station Bangalore.
12. Director General P&T audit, Shyam Nath Marg, Near Old Secretariat, Delhi-110 054.
13. Secretary TRAI- for information please.
14. Guard File.



DM (T&C)-CFA