

Bharat Sanchar Nigam Ltd.

(A Government of India Enterprise)

Tariff & Costing-CM Section, Corporate Office,
1st Floor, Bharat Sanchar Bhawan,
H.C. Mathur Lane, Janpath, New Delhi - 110 001.
Tel. No.011-23037200 Fax No.011-23329125



No.26-17/2009-R&C (Pt.)

Date: 09.06.2014

Circular T&C-CM No. 13/14-15

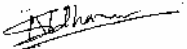
Sub: Rationalization of Data STV bundled with Mobile TV Pack.

Kindly refer to this office order of even no. dated 10.10.2013, 11.11.2013, 11.12.2013, 03.01.2014, 05.03.2014 and orders/clarifications issued from time to time with regard to above mentioned subject. The competent authority has approved the rationalization of tariff for Data STV for bundling of mobile TV channels pack as under:

S.No.	Vendor	Particulars	Price of Prepaid bundled Data STV (in Rs.)	BSNL Share (in Rs.)	Vendor's Share (in Rs.)	Freebies offered (free data download + No. of Free channels), validity in days	validity of freebies in days from the date of activation
1	M/s P.K. Online	Existing	291	241	50	Free data download 2 GB, Free No. of TV Channels by M/s P.K. Online= 30	30
		Revised	178	151	27	Free data download 1 GB, Free No. of TV Channels by M/s P.K. Online=70	30
2	M/s Apalya Technologies Pvt. Ltd.	Existing	166	135	31	Free data download 1 GB, No. of Free TV Channels by M/s Apalya Technologies Pvt. Ltd.= 50+	30
		Revised	182	151	31	Free data download 1 GB, No. of Free TV Channels by M/s Apalya Technologies Pvt. Ltd.= 50+	30
3	M/s Exnxt software Pvt. Ltd.	Existing	82	76	6	Free data download 500MB, No. of Free TV= All Channels provided by M/s Exnxt	15
		Revised	No Change				
4	M/s Digivive Services Pvt. Ltd.	Existing	211	136	75	Free data download 1 GB, No. of Free TV= All Channels provided by M/s Digivive Services Pvt. Ltd.	30
		Revised	211	136	75	Free data download 1 GB, No. of Free TV= All Channels provided by M/s Digivive Services Pvt. Ltd.	21

- All other terms and conditions will remain the same.
- The above tariff will be applicable with effect from **13.06.2014**.

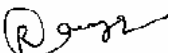
4. This may be brought to the notice of all concerned for taking necessary action in this regard. Press note and proper advertisement as deemed fit may be made. Circles may also send SMS conveying the above tariff to the customers.
5. Circles have to update their website and report the same to TRAI as per tariff reporting requirement of TRAI.
6. This circular has been issued based on approval of the Competent Authority in P&P CM cell File No.9-44/2012/P&P-CM. Queries/clarification/feedback in respect of above tariff may be addressed to Product and Pricing-CM Section, C.O., BSNL, New Delhi and may be sent on hqcm.pp@gmail.com, hqcm_pp@bsnl.co.in.


(N. S. Dhami)
AGM (T&C-CM)

To
All CGMs- Telecom Circles/ Telephone Districts.

Copy to:

1. CMD, BSNL.
2. Directors- CM/ CFA/ EB/ HR/ Fin, BSNL.
3. ED-Fin/ CA / NB, BSNL.
4. All PGMs / GMs, BSNL C.O.
5. GM (IT) for making necessary update in website and place in news item.
6. Sr. GM (Sales & Marketing)- for marketing initiative.
7. GMs (CMTS/CDMA-Billing Centre).
8. GM (VAS-Tech)/GM (NWO)/PGM (Regulation), BSNL C.O.
9. M/s Apalya Technologies Pvt. Ltd- for information and necessary action please.
10. Director General P & T Audit, Delhi- 110054.
11. Guard file.


(Rakesh Arya)
Uy. Manager (T&C-CM)