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No. (S&M)-I/Union Corr/2018-19/ 10

Dated @ Bangalore the 03/04/2019

To

**The Circle Secretaries,
SNEA /ALBSNLEA/ SEWA/
BSNLEU/ NFTE/ BASE(I)
AIGETOA/FNTO,
Karnataka Circle.**

Sub: Awareness of CFA new initiatives – reg.

BSNL Corporate office has been regularly introducing new offers for the customers and business partners in CFA segment and there is a need for creating awareness among BSNL employees to popularize and marketing the CFA products.

In order to increase the awareness and knowledge about our products and services, brief write up on the offers shall be shared with you. **One such initiative is provision of 5 GB/day upto 30.04.19, FTTH Wallet for Realtime Revenue Share for FTTH Franchisees, Free WINGS (VOIP Services) connection for Existing FTTH, Landline Broadband, Mobile, Leased Line, Enterprise Customers for one month. Wings connection for BSNL Employees for Rs. 250/ year offer.** Other such offers launched by BSNL Corporate office are enclosed.

You are requested to spread the awareness through your website and other public forums/platform available to you. You are requested to urge our employees to share information about our products among their family and friends.

Regular updates shall be shared with all of you on similar lines for actively knowing our CFA new initiatives.

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DGM (S&M) I
O/o CGMT, Ktk Circle
Halasuru, Bangalore- 8

Encl : Brief write up on the offers.

BSNL OFFERINGS



Introduction of new Landline rural plan
'Rural All CUL', FMC Rs.249

unlimited free calls to any
Network in India

Corp Off Ref: No. 3-4/2018-R&C [CFA] Dated: 30-01-2019
Circular R&C-CFA-178/18-19

21-Mar-2019

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Introduction of Cashback scheme



- Applicable to LL/BB/BBoWiFi/FTTH Customers
- 25% cash back/credit will be given to customers opting for annual plan
- 15% cash back/credit will be given to the customers opting for half yearly plan.
Applicable for FTTH and BBoWiFi plans only.
- **Extended up to 30th Apr 2019**

Corp Off Ref: Circular R&C-CFA No.163/18-19 dated 02.01.2019
No. 1-1/2018-R&C [CFA] Dated: 29-01-2019 Circular R&C-CFA
No.177/18-19

21-Mar-2019

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Waiver Of Installation Charges

**Waiver of installation charges
Up to 30/06/2019, to all new
LL/ DSL/ FTTH connections
(voice/ Broadband/combo)**

Corp Off Ref: Circular R&C-CFA No. 164/18-19 dtd 02.01.2019

21-Mar-2019

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GB BB plans on Promotional basis for 90 Days



Particulars	BBG Combo ULD 150GB@199	BBG Combo ULD 300GB@291	BBG Combo ULD 600GB@491
Bandwidth	Upto 20Mbps till 5 GB/Day upto 1 Mbps beyond	Upto 20Mbps till 10 GB/Day upto 1 Mbps beyond	Upto 20Mbps till 20 GB/Day upto 1 Mbps beyond
FMC	199	291	491
Free Calls /Additional Facility	<p>a) 24 hrs. Unlimited free calling (Local+STD) within BSNL Network</p> <p>b) Free calls of worth Rs. 225/- on other network within India.</p> <p>c) Unlimited free calls between 10.30PM to 6AM & on all sundays, to any network within India.</p>	24 Hrs free unlimited calling (Local+STD) on any Network within India	

1. These plans are available only for New customers. BBG Combo ULD 300GB@291 and BBG Combo ULD 600GB@491 are also available to LL customers without BB.
2. These plans not available for FTTH.
3. After SIX months these customers shall be migrated to regular Broadband plans with customer consent (Consent to be taken at the time of submission of CAF).
4. The above plans are valid up to 09/06/2019

Corp Off ref: No. 1-1/2018-R&C [CFA] Dated: 12-03-2019 Circular R&C-CFA No.196 /18-19)

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**Introduction of new promotional
standalone Broadband plan
'5GB Free Trial'
for free of cost to all the
existing Landline customers ((i.e.
not having Broadband)**

Corp Off Ref: No. 1-1/2018-R&C [CFA] Dated: 20-02-2019
Circular R&C-CFA No.189/18-19

21-Mar-2019

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**'5GB Free Trial'
Features**

- 1. 5 GB /Day**
- 2. Offer valid up to 30-4-2019**
- 3. After one month free Trail
customers will be automatically
migrated to BB BSNL CUL.**

Corp Off Ref: No. 1-1/2018-R&C [CFA] Dated: 20-02-2019
Circular R&C-CFA No.189/18-19

21-Mar-2019

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**WINGS Special
offer for BSNL
Employees**

- **Rs 250/- per Year.**
- **“WINGS service” connection to All CGMs and ALL GMs.**
- **All SSA Heads irrespective of Grade/Level.**
- **DGM (CFA) at all Circle/SSAs.**
- **Three connections in each SSA at CSCs for Demo purposes.**
- **President and Secretary of Recognised Associations/Unions at Circle level.**
- **ISD not to be provided on Service Numbers.**

21-Mar-2019

Corp Off ref: No.3-4/2018-R&C [CFA] Dated: 11-02-2019 Circular R&C-CFA No.184/18-19)
No.2-01/wings/2019-PHA dated 11.03.2019

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**Outgoing call at
Rs1.20 per Minute to
INDIA from
International
Destinations**

Corp Off ref: ND/Wings/Consultant/2018-19/13 dated 21.02.2019

21-Mar-2019

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Wings Activation Online

Activation of Wings online is moved from e-KYC method to D-KYC through the URL

<https://sancharaadhaar.bsnl.co.in/Wings/Login.do>

Wings Activation through CRM

- **Activation of Wings can be done at CSCs through CRM.**
- **Landline application with POI and POA and Photograph has to be Submitted.**
- **ISD and IR(International Roaming) facilities are available in wings service.**

21-Mar-2019

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Wings Tariff



Sl No	Particulars	Description
1	One time registration charge	Rs 1099/-
2	Fixed Monthly charges	NIL
3	Installation and Activation charges	NIL (No Instruments / Handset by BSNL)
4	ISD Deposit (from outside India territory calling)	Rs 2000/-
5	Call Charges (For Calls originating from India)	<ul style="list-style-type: none">▪ Free to any network for One year in India▪ International calls as per Landline Tariffs (MOU basis)



For queries call helpline
1800-345-1500

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WINGS-Special Offer





- **One months of Wings trial (without any initial deposit) to all BSNL customers including that of Fixed line, FTTH, Landline Broadband, Mobile, Leased Line, Enterprise customers etc. Additional package for monthly rental of Rs. 98 per month for minimum contract period of 3 months i.e. connection can be surrendered from 4th month onwards.**
- **ISPs are allowed to offer “Wings” connection to its customers at Rs. 49/- per month per customer to offer voice along with broadband.**
- **Causal connection of “wings” can be offered to students, International travels to India, Domestic travelers going out of the country etc at Rs. 125/- per month. Norms for International roaming/ISD may be applicable for causal connections.**
- **Permission is given to book connections of “wings” with multiple user profiles and with one applicant.**

21-Mar-2019

Corp Off ref: No. 3-4/2018-R&C [CFA] Dated: 15-01-2019 Circular R&C-CFA-172/18-19)

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Promotional Offers	Proposed plan
For Govt. and PSU officers/official	Rs.599/-+GST as one time registration charges in place of Rs.1099/-+GST.*
Existing/new BSNL BBoWiFi Customers	Rs.599/-+GST as one time registration charges in place of Rs.1099/-+GST.*
Existing BSNL landline Customers	No charges for initial 2 Months. Thereafter, Rs.1099/-+GST to be paid as one time registration charge.*
For Students (Studying) with valid ID card	20% rebate on Rs.1099/-+GST (one time registration charge).*

*Other charges as per existing tariff plan.

This is a promotional offer for 90 days from 5/4/2019

FTTH Wallet for Real time Revenue Share to FTTH Franchisees

#CFANewInitiatives -2

BharatFibre

FTTH Wallet for Realtime Revenue Share



A digital wallet for bill collection and realtime revenue share for BharatFibre partners.

The Problem

FTTH partners have been doing business for BSNL handling last mile fibre and CPE for FTTH services. The revenue share to the partner is paid after payment of bill by customer. The whole cycle of payment of partner revenue share is 4-5 months from the date of FTTH customer activation. This hampers rapid growth in required in FTTH business

The Solution

FTTH wallet has been introduced for Bharatfibre partners.

1. FTTH revenue share (commission and incentive) is configured as master data in the system by the circle coordinator for each franchisee.
2. FTTH partner shall be given CTOP-UP SIM for enrolment in the new system
3. FTTH customers shall pay the bills EXCLUSIVELY through the Partner collection agent.
4. For this, first the CTOPUP Wallet recharge will be done by the FTTH partner (hence upfront payment to BSNL)
5. After issuance of the FTTH bill, the FTTH Partner will do the bill collection is done using the New Mobile App for FTTH revenue share
6. On Bill Collection, Customer will get confirmation SMS for the payment and link through SMS for downloading BSNL payment receipt (if required)
7. Once payment is made by the customer to FTTH partner collection agent, the revenue share of the partner will be credited back to the FTTH partner on Real time basis.
8. With this approach, it's a win-win situation for BSNL and FTTH partner as BSNL bill / cash collection will improve and Partner's confidence in business is boosted due to faster collection process.

