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

**No NWP-CDMA/PREPAID SERVICES/VOL-IV/93 DATED 21.01.2011**

To,  
All SSA Heads

Sub: Promotional Offer under prepaid CDMA services.  
Ref: BSNL HQ Letter No. 24-8/2009-R & C dated 30.12.2010  
BSNL HQ Letter No. 24-11/2009-R & C dated 10.01.2011

BSNL HQ has released circulars dated 30.12.2010 and 10.01.2011 regarding promotional offers under CDMA services. The letters are attached along with this letter.

The summary of promotional offers implemented in the WIN is as:-

- 1. Plan 900 : Existing initial talktime value of Rs 900 has been increased to Rs 1800**
- 2. The sale price of recovered IFWT has been reduced from Rs.500 to Rs.250**
- 3. Promotional offer for Special Tariff Vouchers: The MRP Value of the STV's is reduced for the promotional period. (as enclosed in the circular)**
- 4. CDMA IX Data card sale price has been reduced from Rs. 2000/- to Rs. 1500/-**
- 5. The Minimum Recharge Condition for lifetime plans has been reduced from Rs.200 to Rs.49**

All the SSA heads are requested to make efforts, so that the leads generated through the promotional offer are converted into the connection. Adequate awareness via CSC representative, field staff should be generated among customers regarding launch of promotional offers.

(JB Chavan)  
Deputy General Manager