

O/o Sr. General Manager  
(Enterprise Business & Mktg)  
Office of Pr. General Manager /  
प्रधान महाप्रबंधक का कार्यालय,  
Sanchar Bhavan, Shahu College Road  
संचार भवन, साहू कॉलेज मार्ग,  
PUNE - 411 009 / पुणे - 411 009  
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भारत संचार निगम लिमिटेड  
(भारत सरकार का उपक्रम)  
BHARAT SANCHAR NIGAM LIMITED  
(A Govt. of India Enterprise)

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NO: PTE/AGM/EB-Gold/ AGRI/MKS NEW /Special STVs & ADD ON/2015-16/28 Dated 13/10/2016

To,  
All SSA's Head,  
MH Circle

Subject: Launch of Promotional offer for annual and Half yearly recharge i.e. Special Tariff Voucher (STV) and ADD ON for "Maha Krishi Sanchar CUG Plan-NEW (MKS-NEW)" – Prepaid & Postpaid Mobile to Department of Agriculture, Maharashtra for 15 days.

Ref.: Email from EB II BSNL CO ND dated 13.10.2016.

The approval of BSNL Corporate office New Delhi is herewith conveyed about Launch of Promotional offer for annual and Half yearly recharge i.e. Special Tariff Voucher (STV) and ADD ON for "Maha Krishi Sanchar CUG Plan-NEW (MKS-NEW)" – Prepaid & Postpaid Mobile to Department of Agriculture, Maharashtra for 15 days. The compliance of TRAI guidelines may be ensured.

I) SPV for Prepaid Plan:

Sr. No	Particulars –Special Promotional Voucher (SPV) Details/ Denomination	MKS-SPV-799	MKS-SPV-1599
A	Plan Voucher Face Value (Rs.)	694.78	1390.43
B	Service tax @ 15%	104.22	208.57
C	Special Promotional Plan Voucher (PV) (Half Yearly/ Annual) inclusive of Taxes	799	1599
D	Validity Period	180	365
E	Freebies		
1	Free Local Calls on Other Network (Minutes)	600	1200
2	Free local calls on Own network (Minutes)	2700	5400
3	Free SMS Local/National (Nos.) Total	3000	6000
	a) Own Network	2400	4800
	b) Other Network	600	1200
4	Free GPRS (MB)( Both - 2G & 3G)	4000	10000

The Special OTF commission is also proposed for above STV as below,

- Rs. 20 OTF for POS (Point of Sale) and Rs. 2/- for Franchisee for MKS-SPV-1599
- Rs. 10 OTF for POS (Point of Sale) and Rs. 1/- for Franchisee for MKS-SPV-799

This OTF shall be applicable for the Promotion period and will be over & above 5.5% upfront commission being given with STVs.

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## II) Annual Add On for Postpaid Plan:

Sr. No	Items	Annual Add On
1	Annual Charges excluding Taxes - Advance	1364
2	Monthly Freebies for 12 months ✱	
3	Free Local Calls on Other Network (Minutes)	100
4	Free local calls on Own network (Minutes)	450
5	Free SMS Local/National (Nos.)	500
	a) Own Network	400
	b) Other Network	100
6	Free GPRS (MB)( Both - 2G & 3G)	800

✱ Freebies will be given on monthly basis for postpaid customers.

This scheme is applicable for 15 days from 14.10.2016 to 28/10/2016.  
Wide publicity may be given to popularize this scheme.

  
**Assistant General Manager,**  
**Enterprise Business-Gold, Pune**

### Copy to:

1. The Chief General Manager Telecom, MH Circle, Mumbai – for info pl
2. Principal General Manager, Pune – for info pl
3. Principal General Manager (Mobile), MH Circle – for info pl
4. Sr. GM (S & M), MH Circle – for info pl
5. General Manager, (Mobile-Nodal), Pune- for kind implementation & sending appropriate SMS to All MKS NEW Prepaid/Postpaid Customers.