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

No. CFA/2018/4

Dated: 23/01/2019

To
All the General Secretaries,
BSNL, New Delhi

Sub: **Launch of New Plans / Offers by CFA wing of BSNL: Reg.**

In continuation of our letter dated 11.1.2019, please find herewith the updates on the recently launched Plans / offers. Kindly ensure to circulate among our staff for updating themselves and informing to others for using these Plans / Offers.

New Year Bonanza - 25% cashback ordering is online NOW : Online cashback scheme ordering, its hassle free and simple, that's the message Shri Anupam Shrivastava CMD BSNL gave, while launching the new scheme for its customers on the New Year Day. We want to reach our customers through every possible communication method. Making our products available to our customers through channel partners and at the same time enabling our partners with best of IT tools, these will be our key endeavours in this New Year.

Customers while doing internet surfing on BSNL broadband will be shown the message banner detailing the cashback scheme offer and if customer gives consent to opt for the scheme , the scheme shall be activated online without any botheration of paperwork involved for doing plan changes.

BSNL launches Bharat Fiber – the High Speed Data through Fiber to Home: Own a Bharat Fiber, if your data needs in office or home are having entertainment, work, smart devices and all working together. We realize that now customers are demanding super fast internet and have started owning more electronic gadgets and entertainment tools than ever before. So our Fiber to the Home technology has been upgraded and we are happy to announce the launch of Bharat Fiber which will be an affordable yet able to meet the huge data demand of our customers.

Bharat Fiber will provide the data and WiFi connectivity to whole family at home. Therefore high data downloads as much as 35GB per day are available with prices as low as Rs1.1per GB


Bharat Fiber bookings have already been started on bsnl portal. Our technology is one of the best as digital India is a national mission and we want to put all efforts to make this happen in every home of our country.

We maintain transparency in our billing systems and share complete details with our customers. We are also issuing regular security and usage advisory to our customers based on

usage pattern. Customer satisfaction and customer loyalty are key themes we regularly work on and it's bringing now results to us.

WINGS : BSNL has launched its internet telephony application, BSNL Wings on Google Play Store. BSNL introduced the VoIP (Voice over Internet Protocol) service last year which allows the users in the locations of poor cellular connectivity to make calls over the internet. When there is poor mobile connectivity, people rely on applications like WhatsApp messenger or Facebook messenger to make calls. However, BSNL looks forward to changing that, and the latest launch of the BSNL Wings app is the first step in that direction. The BSNL Wings app will also facilitate calls where there is no cell-phone connectivity because of other reasons like basements, multi-storey buildings etc. so subscribers will only need to have an internet connection to make a call.

The Voice over Internet Protocol will be extremely beneficial for the general public where the subscribers face poor cell connectivity as they will be able to use any 4G, 3G, Wi-Fi network from any operator to make a call. A different internet service provider won't be a hindrance in whether or not the subscriber can make a call. Further, the app will allow easy calling operations much similar to the existing call app on the users' devices. The app will also sync the contacts from the user's phone, so they won't have to do the hassle of searching and typing in the number separately when they need to call their contacts. Not only that, but BSNL's Wings services will be available pan-India, so you won't have to worry when you are in a different location and facing network issues.


23/1/19.

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