

### Press Release

In order to provide latest technology at a very competitive price BSNL UP(East) circle has launched no of promotional scheme in 2G & 3G prepaid mobile segment for the benefit of its 64 lacs mobile subscribers. While special tariff vouchers of MRP 49 has already been launched to provide all Local & STD calls @ 49p/min and Local and national SMS @ 49p/sms a new STV 45 of 1 sec tariff and substantial reduction in the tariff of 3G services to make it cheaper than 2G are being launched wef 09.11.2009. The details of the schemes are as under.

1. **Special Tariff Voucher(STV) “One paisa per second” under prepaid service:-** The existing STV for “1 sec pulse” with MRP 45 and tariff of all local calls @ 1p/sec and STD @ 2p/sec validity 30 days is being withdrawn and new “ One paisa per second” STV under 2G mobile service with following tariff are being introduced from 09.11.2009.  
**MRP (incl. of S.Tax ) – Rs. 45/- , Talk value- Nil, validity- 365 days Local/STD- On-net – 1 p/sec, Local/STD- Off-net – 1.2 p/sec all other tariff as per main plan.**

2. **Revision of prepaid 3G General 120 plan and promotional offer under 3G mobile service.**

- (i) The validity has been increased from **30 days to 180 days**
- (ii) The MRP of FRC will remain same as Rs. 120/-
- (iii) While usage has been reduced from Rs. 150 to Rs. 20/-,
- (iv) Voice call rate will be reduced from **Rs. 0.90/ min for all local calls to Rs. 0.50/min for On net and 0.70/Min for Off net Local calls**
- (v) STD Tariff will also be reduced **from Rs.1.20/Min to Rs. 0.60/Min for On net and from Rs. 1.50/Min to Rs. 0.80/Min for Off net STD calls.**
- (vi) Tariff of Video call will also be reduced from **Rs. 1.50/Min to Rs.1.00/Min for Local Video calls and from 2.50/Min to Rs. 1.50/Min for STD video calls**
- (vii) Local/National/International SMS rate will also be reduced **from Rs. 0.80/1.20/5.00 to Rs. 0.40/0.60/3.00**
- (viii) Tariff for video calls on Roaming will also be reduced for Local outgoing from **Rs. 2.50/Min to Rs. 1.00/Min, STD outgoing from Rs. 2.50/Min to Rs. 1.50/Min, Incoming from Rs. 2.00/Min to Rs.1.00/Min, Local/National SMS from Rs. 1.00/sms to Rs. 0.50/sms and International sms charges from Rs.5.00/sms to Rs.3.00/sms.**
- (ix) The Video call charges from home LSA under 3G postpaid mobile services will also be reduced from Rs.1.50 to Rs.1.00(Local) and Rs. 2.50 to Rs. 1.50 per minute (STD)
- (x) All other charges terms and condition as per 2G prepaid General plan

#### **Following feature will also be made available:-**

- (i) Up till now on migration from 2G to 3G plan only balance talk value is being carried forward now balance talk value and validity both will be carried forward to the migrated plan.
- (ii) Now this General plan 120 will only be available in 3G services all other voice plan i.e Super 350, Super 650 and Super 1350 will be withdrawn.

However existing customer in these plans will continue to avail the tariff under these plans up to a period of 6 month and subsequently merged with 3G prepaid General plan.

- (iii) **The all recharge vouchers of 2G will also be applicable to 3G prepaid services** as such the existing 3G recharge vouchers will be with drawn.
- (iv) The MRP of STV applicable to 2G prepaid customers to avail 3G services will be reduced **from existing Rs. 131/- to Rs.21/-(incl. of S.Tax)**
- (v) The **MRP of STV of Rs. 90 for 75 Min Local Video call will be reduced to Rs. 57/-**
- (vi) In view of above the top up validity vrs for Data of Rs. 44 , 75 & 125 for 7, 15 & 30 days validity will be withdrawn.
- (vii) The SVV for reduced data charges @ Rs.1/MB during night will also be withdrawn.

**3. Promotional offer on 3G General Plan:-** As a promotional offer a further concession in the tariff for 365 days from the date of activation will be given on all new connection of 3G services. The details are as under.

- (i) a free Local/national On-net 50 video call Min and 25 MB free Data usage to be consumed with in 30 days from the date of activation will be provided .
- (ii) The voice call rate will be reduced to Rs. 0.30/min for On net and Rs. 0.60/Min for Off net calls
- (iii) The Video call charges will be reduced to Rs. 0.30/Min for local and Rs.0.50/ for STD.

**4. Revision in the tariff of Recharge Vouchers of 2G prepaid services:-**

Following changes will be effective in the recharge vouchers of 2G pre paid services wef 09.11.2009

MRP	Usage value	Validity	Usage value	Validity
	<b>Existing</b>		<b>Revised</b>	
55	24.86	10	35	15
110	29.73	30	75	30
220	129.46	30	160	60
280	63.85	180	40	365
330	299.18	30	250	90
390	73.58	365	Delete	
550	498.64	50	400	180
1100	897.28	120	1000	365
2200	2394	180	Delete	
2750	2493.2	300	Delete	
3300	2991.84	365	3300	365

**In addition to above two more RCV of MRP 775 with Usage value of Rs.400 and validity of 999 days and MRP 5500 with Usage value of Rs.6000 and validity of 730 days will continue for the customers of UP(East) Circle.**

Lucknow  
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DGM(Mktg) UP(East) Circle