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

No. 64-359/2015/BB-Misc.


Dated: 27-07-2016

To

All CGMs (Telecom Circles/Metro Telephone Districts),

Subject: To ensure wide publicity regarding recent upgradation of Pre/Post FUP data/speed under unlimited Broadband plans for acquiring more new Broadband customers & more retention - reg.

1. Kindly refer to BSNL CO letter no. 1-1/2016-R&C (CFA) [Circular R&C-CFA No. 91/16-17] Dated 22-07-2016 and Circular no. 92/16-17 dated 26-07-2016 regarding upgradation of Pre FUP data and Post FUP speed under unlimited Broadband plans to offer minimum 1 Mbps Post FUP speed across all the Broadband plans currently being offered to the customers.
2. Vide above referred circulars, BSNL is going to increase the Pre/Post FUP speeds under unlimited Broadband plans w.e.f. 01-08-2016 as follows:-
 - (i) **100% increase (Double)** in **Post FUP** speed across all the plans to offer minimum 1 Mbps speed after High Speed FUP quota.
 - (ii) **Handsome increase** in **High speed FUP quota** across different Broadband plans.
3. It may be noted that BSNL has upgraded the Broadband plans as above **for all the existing as well as new customers without any additional cost burden** on the customers.
4. It is worth to mention that presently BSNL is the only operator who is offering minimum **1 Mbps post FUP speed across all the Broadband plans** currently being offered to the customers.
5. You are therefore requested to make all out efforts to popularize the above by organizing Melas, Camps & leveraging all the chain of sales including display in CSCs and press release in local newspapers so that more number of new customers may be acquired and existing customers may be retained.
6. Compliance may be sent to this office by **05-08-2016**.


(Deepak Garg)
GM (NWP-BB)-CFA

Copy to:-

1. Director (CFA) for kind information please.

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