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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.

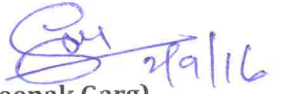
Dated: 02-09-2016

To

All CGMs (Telecom Circles/Metro Telephone Districts),

Subject: Press Release regarding launch of entry level promotional Broadband plan 'Experience Unlimited BB 249' in all the circles - reg.

1. Kindly refer to BSNL CO letter no. 1-1/2016-R&C (CFA) [Circular R&C-CFA No. 117/16-17] Dated 02-09-2016 regarding launch of entry level promotional Broadband plan 'Experience Unlimited BB 249' in all the circles.
2. In this regard, kindly find enclosed the copy of 'Press Release' for publishing the same in local newspapers for wider publicity.
3. Compliance may be sent to this office by 12-09-2016.


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

Enclosed: As Above

Copy to:-

1. Director (CFA) for kind information please.

PRESS RELEASE

BSNL launches lowest “per GB download cost” unlimited wireline BB plan

For the masses of country in Urban & Rural areas

New Delhi, 02nd September 2016

In a series of offering customer friendly schemes for the benefits of customers and to attract new customers to experience wireline Broadband services, BSNL is going to launch a very cost effective & affordable promotional unlimited Broadband plan '**Experience Unlimited BB 249**' from 9th September 2016.

Under this plan, customers can download **unlimited** Broadband data without bothering of any data limit in GB. BSNL shall offer 2 Mbps speed under this plan.

If customer uses the above plan continuously in a month, he can download upto **300 GB data by paying only Rs. 249/-**. Hence, per GB of data download cost comes out as **less than Rs. 1/- per GB**. After six months, customer will be migrated to one of the regular BB plan based on the choice of the customer.

BSNL's Chairman cum Managing Director Anupam Shrivastava told that BSNL is the only operator who is offering **lowest per GB data download cost plan** under Broadband services in the country.

He further told that the above plan shall enhance the customer experience towards BSNL's wireline Broadband services and shall attract new customers to experience BSNL Broadband services.

New Broadband connection can be subscribed by visiting nearest BSNL customer service centre or by calling Toll Free number- 1800 345 1500. More details in this regard can be obtained by visiting BSNL website www.bsnl.co.in