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| **Dy.General Manager (Broad band)**  **O/o PGM(Development)**  **Tamil Nadu Telecom Circle**  **Tamil Nadu Telecom Complex,**  **IV Floor, No.60, Ethiraj Salai,**  **Chennai – 600 008**  **e-mail : tarasu6@rediffmail.com** | | |  |
| **Ph:**  **FAX:** | **044**  **044** | **2826 2940**  **2826 1021** |  |

To

Heads of all SSA,

GM Sales & Marketing,(CFA) Chennai-6

Sub: Promotion of BB VAS-Topper education video learning service

Ref: GC18/TOPPER EDU./2012-13/16, dated 15-5-12

BSNL has signed an agreement with M/s Greycells18 Media Ltd. On 2/6/2011 for providing “Topper Educational Video Learning Service to BSNL Land Line Broad Band customers. This agreement is valid for a period of 6 months with provision of extension for one year based on the performance of 6 months. The agreement has been extended on 10.1.2012 for a period of 6 months with effect from 2/12/2011 to 01/06/2012 (corporate office letter No: 64-160/10-BB(VAS) dated 10.1.2012.)

This agreement will enable GC18 to provide educational content based services to BSNL Broad Band subscribers by making all necessary arrangements at its own costs for the infrastructure (content /applications/servers etc.) involved in provision of these services with BSNL providing support in the form of hosting space connectivity and billing integration. The educational content based service shall be delivered over BSNL established DSL based BB.

**Tariff of Toper services(for six months only)**

1. ***Monthly subscription Rs. 150/- for each class from IX to XII standard for following subject: for class IX to X ,Physics,Chemistry,Biology, and Mathematics***

***For class XI and XII Physics, Chemistry and Mathematics***

1. ***Data down load of topper service would not be counted in total down load count of***

***BSNL broad band customer***

**The payment of revenue share shall be made to GC 18 on the billed amount. In addition to other statutory levies/or taxes, license fee @6% of AGR(Adjusted Gross Revenue) shall be deducted from the total revenue generated out of service to account for the license fee paid by BSNL to Govt. of India. The balance amount would be shared in the ratio of 67.5% to BSNL and 32.5% to M/s Greycells18 media Ltd.**

As per the said agreement, both BSNL and M/s Greycells18 would do marketing of the service on best effort basis. M/s Greycells18 would do marketing through TV, News paper and

Electronic media. Call centre of GC18 will be involved in addressing the content related queries

of subscribers. Along with other VAS services, BSNL would do marketing through sms,e-mails

and printing on bills. BSNL would also mention this service as a value added service in its prints.

**37 customers are availing this service in 14 SSA in TN circle as on March-12. CFA sales & marketing and Udaan team of SSA would promote this facility as value added service by contacting principals of Higher secondary school along with BB connection for demonstration. They can also interact with students during morning prayer.**

General Manager ( NWP-CFA)

TN Circle

60 Ethiraj salai

Chennai-8