



भारत संचार निगम लिमिटेड
BHARAT SANCHAR NIGAM LIMITED

Welcome to Loyalty Reward Point Scheme For BSNL Landline and Broadband Customers

Bharat Sanchar Nigam Limited (BSNL) Loyalty Reward Point scheme is an innovative reward program through which loyal customers get reward points when they use BSNL landline and broadband services. The reward points earned can be redeemed in terms of free Metered Call Units (MCUs) for making free BSNL “**On Net**” calls.

The salient features of the Loyalty Reward Point scheme are as follows:

Entitlement

Individual BSNL customers who are availing landline and broadband service are eligible to earn reward points except the following:

- ISDN PRI, Franchisee, EPBX, PCO, VPT, CSC or service connections for serving or retired employees of Central Government, State Government, Public Sector Units (PSUs) and so on who are entitled for 20% discount on FMC usage under broadband plan
- Electronic stapling enrolled accounts including their child accounts
- 20% scheme enrolled customers
- Annual, Bi-annual and Tri-annual Customers who are availing concession or discount.

The Loyalty Reward Point scheme benefit is extended to the Landline and Broadband customers whose monthly bill amount is Rs.400 and above, and bi-monthly amount is Rs.800 and above.

Reward Points

For every Rs.50 of the invoice paid within pay-by-date, one loyalty reward point is granted to the customer. Hence, the more the customer uses BSNL landline and broadband services, the more points are earned.

Redemption Rules:

The rules for redeeming the reward points are as follows:

- Customer can redeem loyalty points after 180 days from the date of earning loyalty point for first time.
- Redemption will be in terms of free MCUs that is, one point is equivalent to one free MCU which will be adjusted for calls made by customers on BSNL network (On-net calls) only.
- Redemption can be done in a block of minimum 25 points and maximum 500 points (that is, in multiples of 25 points).
- There should not be any outstanding amount payable to BSNL at the time of redemption of loyalty points.

- Loyalty scheme is effective from 1st April, 2013 and reward points are being granted to eligible customers starting for the invoices generated for the usage from 1st April, 2013 onwards.

Redemption Channels

To redeem loyalty reward points,

- Customers can log on to web self-care portal and place their request for redemption of loyalty points. The path is as follows:
 1. Log on to www.bsnl.co.in
 2. Go to **Customer Care > Account Management & Loyalty Points.**
- Customers can approach Customer Service Center and give redemption request.
- Customers can approach BSNL Call Center by dialing 1500 and give redemption request.

Frequently Asked Questions (FAQ)

Q1: Who is entitled to earn loyalty reward point?

Ans: Individual BSNL customers who are availing landline and broadband service are eligible to earn reward points except the following:

- ISDN PRI, Franchisee, EPBX, PCO, VPT, CSC or service connections for serving or retired employees of Central Government, State Government, Public Sector Units (PSUs) and so on who are entitled for 20% discount on FMC usage under broadband plan
- Electronic stapling enrolled accounts including their child accounts
- 20% scheme enrolled customers.
- Annual, Bi-annual and Tri-annual customers who are availing concession or discount

Q2: How do I earn the points?

Ans: One loyalty reward point is rewarded for every Rs.50 of the invoice paid within pay-by-date for customers whose monthly bill amount is Rs. 400 and above and bi-monthly amount is Rs.800 and above .

Q3: If my monthly telephone bill for landline and broadband services is less than Rs. 400 or bi-monthly bill is less than Rs. 800, will I get loyalty rewards points?

Ans: No. Customers paying monthly telephone bill amount of Rs.400 and above and bi-monthly bill amount of Rs 800 and above are eligible to get reward points.

Q4: If telephone bill is paid after pay-by-date, will I get loyalty rewards points?

Ans: No. Customers who pay their telephone bills within pay-by-date are eligible to get loyalty reward points.

Q5: When is it possible to redeem loyalty points earned?

Ans: Customers can redeem loyalty points after 180 days from the date of earning loyalty points for first time. Redemption will be in terms of free MCUs (Metered Call Units) that is, one point is equivalent to one free MCU which will be adjusted against calls made by customers on BSNL network (On-net calls) only.

Q6: Can loyalty points be redeemed for making free calls on other operator networks (other than BSNL)?

Ans: No. Loyalty points redeemed in terms of free MCUs cannot be used for making calls on other operator networks (other than BSNL).

Q7: One loyalty point is equal to how many calls?

Ans: One loyalty reward point is equal to one MCU for calls made within BSNL network.

Q8: Can I redeem loyalty points if my last bill is not paid or have some outstanding amount?

Ans: No. Loyalty points can be redeemed only if there is no outstanding amount payable to BSNL at the time of redemption.

Q9: How many points can be redeemed at a time (minimum and maximum value)?

Ans: Redemption of loyalty points can be done in a block of minimum 25 points and maximum up to 500 points at a time (that is, multiples of 25 points).

Q10: Do I have to use free MCUs before next billing cycle?

Ans: Yes. MCUs allotted on redemption of reward points need to be used before next bill cycle.

Q12: Can I redeem more than 500 loyalty points if my balance reward points are more than 500 points in my account?

Ans: No. Maximum loyalty points that can be redeemed for one bill cycle are limited to 500 points at a time.

Q 13: How can I redeem the loyalty points?

Ans: You can redeem reward points through following channels:

- Log on to web self-care portal and place request for redemption of loyalty points. The path is as follows:
 - Log on to www.bsnl.co.in
 - Go to **Customer Care > Account Management & Loyalty Points.**
- You can approach Customer Service Center and give redemption request.
- **You can approach BSNL Call Center by dialing 1500 and give redemption request.**