

GM S&M (CFA)
Kerala Circle, O/o CGMT
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भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)
BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

No: CFA-Mktg/10-107/FTTH VAS/2019-20/CS

dated 21-08-2020

To

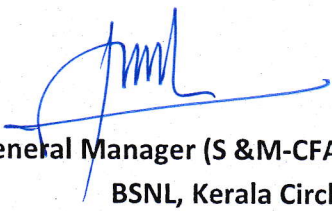
**Business Area Heads (EKM,TCR,ALP)
Kerala Circle**

Subject: Commercial launch of IPTV services.

It is decided to commercially launch the IPTV service in Kerala Circle on 27-08-2020. Initially IPTV will be launched at Ernakulam ,Alleppey and Thrissur BAs on trial basis. The trial/POC period will be from 27-08-2020 to 31-10-2020. As an initial offer, to attract customers all the FTA (Free to Air) channels will be provided free of cost for one month for customers of these business areas who are registering for IPTV service on or before 10 September 2020. Wide publicity may be given through social media and other forms to attract maximum customers. Business Area heads are requested to extend all possible facilities to the concerned sections for making this a grand success.

PGM Ernakulam is nominated as the nodal officer to conduct the POC and submit the report thereafter. Fortnightly report on the progress of POC may be sent to circle office.

This is issued with the approval of CGMT, Kerala


General Manager (S &M-CFA,
BSNL, Kerala Circle