

## **Launch of New Scheme "Friends & Family" scheme for new 2 G Prepaid Subscriber**

### **(A) SCHEME**

- (i) **Features:** In this scheme any new customer in Prepaid 2G can avail free call between 3 additional new connections in prepaid category of any class of Rs 39 SIM. Customer can take 1+N (N= 3) (maximum up to 4) new 2G GSM connections of any variety.
- (ii) **Benefit :** both way free calling among friend and family connection for 1 year as long as the connection is in home LSA.
- (iii) **Scheme Period :** This scheme is available upto 16.02.2010.
- (iv) **Benefit Period :** The benefit i.e facility of this scheme of free calling among friend and family connections will be available upto 1 year. After one year calling charge between friend and family connection will be normal as per prepaid plan of that connection.
- (v) **Other tariff :** Other tariff will be same as per prepaid plan of each connections of friend and family group.

### **(B) Methodology for implementation**

- (i) The friend and family scheme is applicable to an individual acquiring one new connection and additional new connection upto three nos. maximum or a group of friends of four person acquiring upto 4 new connections and submitting concern to form friends and family group (concern to be given in plane paper).
- (ii) Formality for acquisition of new connection as independent customer forming a group should be completed in accordance with the normal procedure of the customer acquisition i.e they will be required to submit 4 independent CAF along with all relevant documents and a application indicating their willingness for forming friend and family group.
- (iii) In case of family head requiring three additional connection to make a family group the declaration of the main applicant in this regard to acquire upto three additional connection apart from own connections is to be submitted along with the original application form. In the case of F & F connections in the family, the following procedure has to be adopted:
  - a. The main applicant in the application has to mention the name and relationship of other applicants
  - b. The main applicant has to mention none of the applicant is minor.
  - c. The main applicant in his application also has to declare that the other three applicants are staying in the same address as submitted by him.
  - d. The CAF is to be filled individually for all the applicants under the scheme. Photograph of applicants is to be pasted in the CAFs individually along with their photo identity, however photo copy of address of the main applicant about same address and the address proof of the main applicant should be

enclosed with each CAF. Each CAF in the F&F scheme should have the tracking of the other CAF

- e. In case of F&F other maximum three members address id different than the main applicant of family. Address proof and photo ID will be required as usual for each CAF.
- (iv) In this case the official completing formalities for the CAF during issue the SIM is required to enter details of the 4 SIMs and mobile nos at original application from under certificate that additional connection were issued under **F&F scheme** . Copy of application of head shall be attached with CAF as record for additional correction.
- (v) It is ensured that the customer request application for additional connection under **F&F scheme** is a part of CAF documents and it is to be properly preserved along with the CAF. In case of the demand form the TERM Cell of CAF of the number other than the main number, it is required to submit CAF along with the application of the customer and entry particular of the official giving details regarding requisition of additional connection under F&F scheme and provisioning of the same by official.

### **(C) ACTIVATION OF F&F**

- (I) **Manually** : Subscriber willing to form F&F group is required to submit an application with mobile nos, to be included in group
- (II) **Auto through SMS** :
- (i) Activation of SIM all new customer desirous of forming a group up to four number (including self number) has to first activate all numbers by three steps process i.e
- i. Activation through ACT/Deact special SIM available with CSC Franchisee/DSA
  - ii. Dialing 123 1<sup>st</sup> IVR call
  - iii. Recharge by FRC 15/35/60/112/161
- (ii) Activation of F&F from one of the newly activated numbers, subscriber needs to send request by **SMS on 53738** giving details of other three mobile number [ own number must not be sent] in format. "FF <1<sup>st</sup> number> < 2<sup>nd</sup> number> < 3<sup>rd</sup> number>" **SMS must be sent after 2 hours of activation.**  
Example: Type – FF 9471730001 9471730002 9471730003 and send to 53738
- (iii) Request of all such subscriber shall be processed by IN and immediate activation will be done.
- (iv) After successful activation, SMS will be sent on all the 4 numbers. Likely time for receipt of SMS is 4 hours from the time of successful transmission of SMS. Only one SMS is to be sent and after successful activation, no further SMS will be accepted.