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भारत संचार निगम लिमिटेड  
(भारत सरकार का उपक्रम)

**BHARAT SANCHAR NIGAM LIMITED**  
(A Govt. of India Enterprise)

**BSNL 3G** )))) **BSNL LIVE**  
Faster than your thoughts 2010

No.: 200-14/2009-VAS

Dated: 09.09.2010

To,

All CGMs,

Telecom Circle/District

**Subject: Provision of contents specific to 'Champions League T20' event - regd.**

To promote 'BSNL Live' & BSNL branded 'Hello TV', it has been decided to provide live streaming of '**Champions League T20**' cricket matches for all mobile subscribers of BSNL on WAP portal 'BSNL Live'.

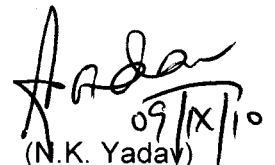
2. The price points for these live streaming shall be as follows:

S. No.	Plan
1	₹ 20/- for one day viewing.
2	₹ 50/- for one week viewing.
3	₹ 125/- for viewing the whole series.

3. The live streaming of '**Champions League T20**' cricket matches will be made available from 10<sup>th</sup> Sep'10 to 26<sup>th</sup> Sep'10.

4. The zonal units are requested to take necessary action for implementing this special offer during the said period. A report may be sent after the offer period about the revenue generated.

**All CGMs are requested to promote 'BSNL Live' and this special offer during the said period by putting banners/ posters etc on BSNL buildings, notice on notice boards & by issuing local press release etc.**

  
(N.K. Yadav)  
09/09/10  
PGM (VAS)

Copy to:

- CMD BSNL
- All Directors, BSNL Board
- GM (Corp. IT), with request to put the News on BSNL website.
- GM (Nodal Centre), East / North / West/ South Zone.
- M/s P.K. Online Ventures Pvt. Ltd.