



# INFORMATION & COMMUNICATION TECHNOLOGIES AUTHORITY (ICTA)

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## APPLICATION FOR PROMOTIONAL OFFERS

### PARTICULARS OF OPERATOR

NAME OF OPERATOR / REGISTERED BUSINESS NAME:

CORRESPONDENCE / REGISTERED BUSINESS ADDRESS:

### PROPOSED PROMOTION BY SERVICE AS PER RELEVANT LICENCE

SERVICE DESCRIPTION AS PER RELEVANT LICENCE:	Service Status	Licence Name

### PROPOSED PROMOTIONAL PERIOD BY APPLICABLE SERVICE LINE

SERVICE LINE ELIGIBLE FOR PROMOTION	Start Date	End Date	Number of Days

### ADDITIONAL DETAILS AS PER APPLICATION

PLEASE INSERT ADDITIONAL DETAILS REGARDING THE PROPOSED DISCOUNT % ON APPROVED TARIFFS & ANY OTHER CONDITIONS OF THE PROMOTIONAL OFFER HERE, OR ATTACH AS A SEPARATE SHEET

### DECLARATION

I certify that the information I have given is true and correct to the best of my knowledge. I agree to comply with any terms, conditions or restrictions which the Information and Communication Technologies Authority may impose, in pursuance to its statutory duties and powers, and to be bound by the laws and regulations in force.

Applicant's Signature:

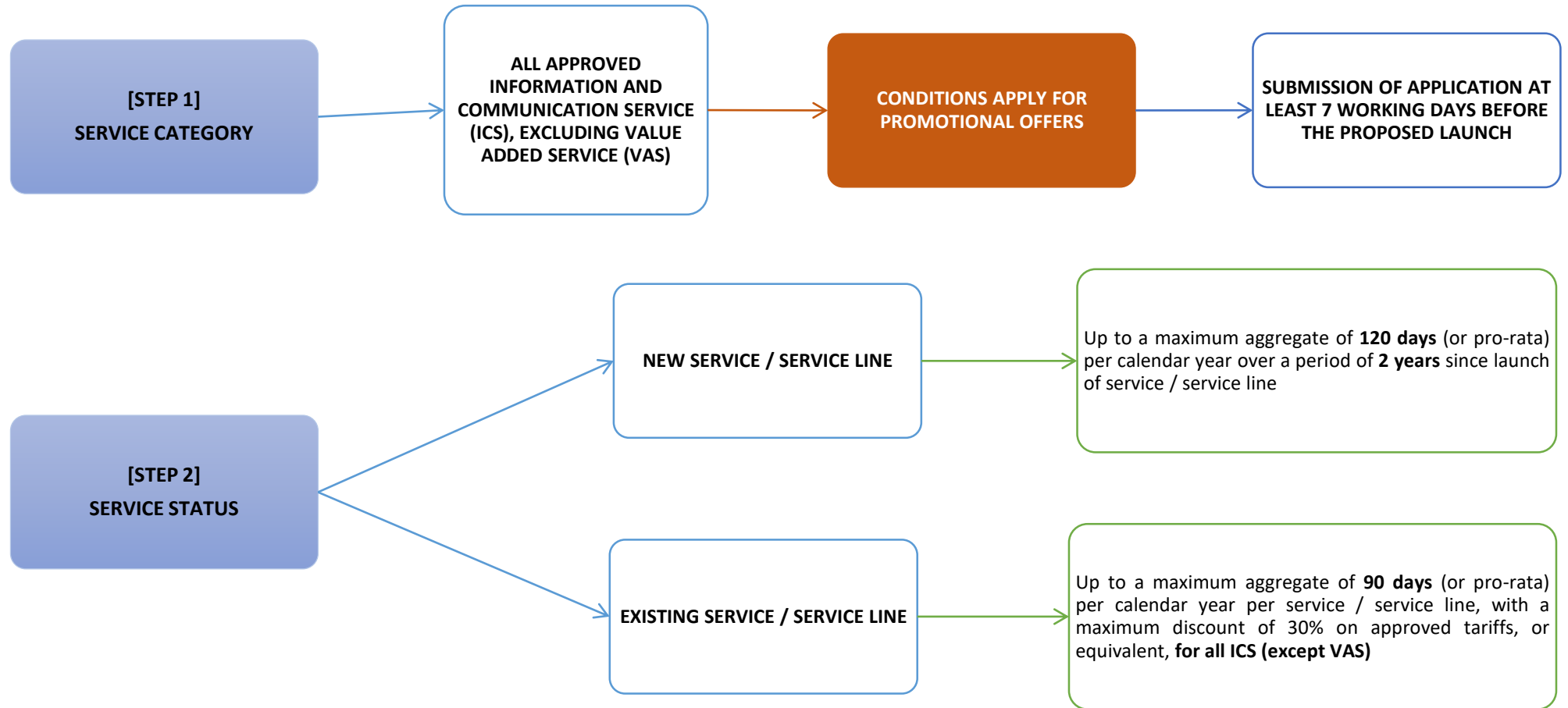
Company Name:

Signatory's Name:

Company's Seal:

Date:

## CONDITIONS UNDER THE PROMOTIONAL TARIFF FRAMEWORK



## NOTE ON TARIFF EQUIVALENCE

Tariff equivalence ascertains the equivalent monetary value of a given non-tariff related benefit, proposed as part of the promotion of an information and communication service, when assessed in relation to its existing approved tariff(s). The equivalent monetary value will thereon be used to establish the applicable discount factor in such cases as may apply, and shall be relative to recurrent charges in general.

### Example 1: Prepaid Mobile Telephony - Recharge Promotion

*10 Free on-net mins & 10 free SMS*

Approved on-net call tariff: Rs 1.20/min

Approved on-net SMS tariff: Rs 0.60/SMS

Bonus mins	Bonus SMS	Tariff Equivalence
10	10	Rs 18
10 bonus mins = $10 \times \text{Rs } 1.20 = \text{Rs } 12.00$		
10 bonus SMS = $10 \times \text{Rs } 0.60 = \text{Rs } 6.00$		

### Example 2: Internet Access Package

*2 month free for a 12 month contract*

Approved tariff Rs 399 per month

Bonus	Tariff Equivalence
2 months free	Rs 798

### Example 3: Free gift

*Free router upon subscription to an approved 10Mbps internet offer*

Price of router Rs1,000

Bonus	Tariff Equivalence
Free router	Rs 1,000