

## **BSNL – Amazon Offer Details and Guidelines**

We are pleased to announce that BSNL has partnered with Amazon to offer 1 year of Amazon Prime membership at no extra cost on select BSNL postpaid and landline broadband plans.

### **Offer:**

BSNL and Amazon have partnered together to offer one year of Amazon Prime (worth INR 999/year) to Rs. 399 and above BSNL mobile postpaid plans or Rs. 745 and above BSNL landline broadband customers at no additional cost. Amazon Prime membership includes:

- a) Prime Video: unlimited streaming of latest blockbuster movies, TV shows and Amazon Prime originals
- b) Prime Music: ad-free music with unlimited offline downloads across tens of millions of songs
- c) FREE fast delivery: on millions of items from India's largest online store- Amazon with early access to top deals on Amazon.in

### **How to avail the offer**

- a) Upgrade to a BSNL INR 399+ mobile postpaid or INR 745+ landline broadband plan
- b) Go to [www.portal.bsnl.in](http://www.portal.bsnl.in) and click on the special BSNL– Amazon offer banner
- c) Enter your eligible BSNL number details and generate OTP.
- d) After successful validation, there will be a pop up - click on 'Activate' on the popup screen
- e) In the next screen, login using your Amazon account details or create a new Amazon account if you do not have an account on Amazon.
- f) Your Amazon Prime is now activated for one year, at no extra cost.
- g) The offer is not available for existing Prime members.

### **How to market the offer:**

All circle teams to follow these guidelines while marketing this offer. Any deviation from these will be considered as a violation and could have strict consequences.

1. Do NOT use the word "FREE", "Exclusive", "gift", etc in any communications while promoting the offer. Only use "at no extra cost", "included in your plan", or "at no additional charge"
2. All creatives/banner/communications to be used for offer promotion needs to be approved by BSNL corporate office who will in turn take approval from Amazon
3. Use the following pre-approved SMS templates for offer promotion amongst the eligible base. Use these on a rotational basis:
  - Get 1 year of Amazon Prime worth Rs. 999/year, at no extra cost with your BSNL postpaid plan. Enjoy latest movies on your phone, unlimited ad-free song downloads and free fast delivery on Amazon shopping. To activate your subscription, click on Amazon offer banner on [www.portal.bsnl.co.in](http://www.portal.bsnl.co.in)
  - Now enjoy your favorite movies on Amazon Prime at no extra cost with your BSNL postpaid plan for 1-year. To activate the offer, click on Amazon offer banner on [www.portal.bsnl.co.in](http://www.portal.bsnl.co.in)

- Unlock the world of unlimited movies & music on Amazon Prime at no extra cost with your BSNL postpaid plan for 1-year. To activate the offer, click on Amazon offer banner on [www.portal.bsnl.co.in](http://www.portal.bsnl.co.in)
- BSNL brings unlimited movies, music & free fast delivery on Amazon Prime at no extra cost with your BSNL postpaid plan for 1-year. To activate the offer, click on Amazon offer banner on [www.portal.bsnl.co.in](http://www.portal.bsnl.co.in)
- Special offer on your BSNL postpaid plan, get 1 year Amazon Prime membership at no extra cost. Enjoy latest movies, ad-free music & free fast delivery. To activate the offer, click on Amazon offer banner on [www.portal.bsnl.co.in](http://www.portal.bsnl.co.in)

4. Use the following pre-approved tweets for offer announcement:

- On BSNL day, we are proud to announce that we are offering 1 year of Amazon Prime membership at no extra cost to select BSNL customers. To activate the offer, click on Amazon offer banner on [www.portal.bsnl.co.in](http://www.portal.bsnl.co.in)
- Now avail 1 year of Amazon Prime membership worth Rs. 999, at no extra cost with select BSNL postpaid and broadband plans. To activate the offer, click on Amazon offer banner on [www.portal.bsnl.co.in](http://www.portal.bsnl.co.in)
- Enjoy unlimited video streaming, ad-free music, free fast delivery, exclusive access to deals & more, with 1 year of Amazon Prime membership – now included with select BSNL postpaid plans. Click on Amazon offer banner on [www.portal.bsnl.co.in](http://www.portal.bsnl.co.in)
- Enjoy unlimited video streaming, ad-free music, free fast delivery, exclusive access to deals & more, with 1 year of Amazon Prime membership – now included with select BSNL broadband plans. Click on Amazon offer banner on [www.portal.bsnl.co.in](http://www.portal.bsnl.co.in)
- Watch latest and exclusive Bollywood and regional movies like Raazi, Race 3, Rajnikanth starrer Kaala and many more, on Amazon Prime Video. Avail 1 year of Amazon Prime membership – now included with select BSNL postpaid and broadband plans. Click on Amazon offer banner on [www.portal.bsnl.co.in](http://www.portal.bsnl.co.in)
- Listen to unlimited ad-free music with unlimited offline downloads\* across tens of millions of songs in multiple languages - Hindi, Punjabi, Telugu, Bengali and more on Amazon Prime Music. Avail 1 year of Amazon Prime membership – now included with select BSNL postpaid and broadband plans. Click on Amazon offer banner on [www.portal.bsnl.co.in](http://www.portal.bsnl.co.in)