

## BSNL LAUNCHES LOYALTY SCHEME FOR CUSTOMERS

New Delhi: In a bid to retain loyal customers, BSNL on Tuesday said it has launched a scheme for landline and broadband users wherein subscribers above a certain bill amount will get reward points, which can be redeemed to make free calls within its network.

"Individual customers whose monthly bill amount is ₹400 and above or bi-monthly amount is above ₹800 and above shall be earning loyalty reward point for every ₹50 for invoice paid within pay-by-date," BSNL said. The reward points earned can be redeemed for making free calls within BSNL's network. The loyalty scheme has been launched with effect from April, 2013. "BSNL has taken a lead by launching the scheme. The scheme of rewarding a loyal customer for their support to BSNL shall be helpful in retention of customers," BSNL CMD R. K. Upadhyay said. BSNL said customers can redeem the points initially after six months from the date of earning loyalty point first time.

— PTI