

BSNL Unveils Diwali Bonanza with Festive Offers for All Customers

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New Delhi, October 15, 2025: Bharat Sanchar Nigam Limited (BSNL) today announced a special Diwali Bonanza to light up customers delight across India.

As families gather to celebrate the festival of lights, BSNL is introducing a bouquet of festive offers spanning every customer segment – from new users to long-time subscribers, from individual consumers to businesses, and even special benefits for senior citizens. This comprehensive promotion, which runs from October 18, 2025 through November 18, 2025, is BSNL's way of sharing the Diwali spirit of sharing joy, spreading light, and strengthening connections.

A. Diwali Bonanza 4G Plan for New Customers

“Lighting Up New Connections this Diwali”

To welcome new members into the BSNL family, the company has launched a token ₹1 Diwali 4G plan that essentially offers one month of free mobile services for new customers. By paying just Re. 1 as a token activation charge, new users can enjoy 30 days of unlimited connectivity – a gift from BSNL as they join hands in celebration. This plan showcases BSNL's confidence in its newly deployed indigenously-developed 4G network and invites users to experience it firsthand at virtually no cost.

Key Benefits of the Diwali Bonanza Plan (for the first 30 days):

- Unlimited Voice Calls to keep you talking with loved ones (as per plan T&C)
- 2 GB/day High-Speed Data to share videos, photos and festive greetings freely
- 100 SMS/day to send Diwali wishes far and wide
- Free SIM Card with activation (with mandatory KYC as per DoT guidelines)

Offer applicable for new customers availing the plan between Oct 15 and Nov 15, 2025.

Announcing this festive plan, Shri A. Robert J. Ravi, CMD, BSNL, said: *“Diwali is all about new beginnings and bright horizons. We are delighted to welcome new customers with a month-long gift of connectivity. This Diwali Bonanza plan at ₹1 allows people to experience our state-of-the-art, Make-in-India 4G network, just as the nation comes together to celebrate. We're confident that once users feel the improved quality, they'll continue their journey with BSNL well beyond the festive period.”*

B. Lucky Draw for Customers

“Festival of Fortune, Connections of Joy”

For existing customers, BSNL is adding an extra sparkle to the season with a Diwali Lucky Draw full of surprises. Every BSNL user, who recharge with Plan 100 & above through the Self-care App or BSNL Website on 18th, 19th, and 20th October 20, will be eligible to automatically enter this festive into lucky draw of the day of their recharge– be it long-time subscribers or those who join during the Bonanza period.

Each day, they will automatically be entered into that day's Lucky Draw out of them, **ten** customers will have a chance to win one Silver Coins of 10 grams each, each day, which will be delivered to them.

Speaking about the lucky draw, Shri A. Robert J. Ravi, CMD, BSNL, expressed: *“As we light millions of diyas across India, we also wanted to light up our customers with joy. We cherish the trust our customers place in us, and through this Festival of Fortune, we hope to add a dash of excitement and reward to their celebrations.”*

C. Corporate Combo Offers

“Empowering Businesses, Enlightening Celebrations”

BSNL recognizes that Diwali is a time when not just families, but also workplaces and businesses come together to celebrate successes and bond like a family. For its enterprise and corporate clients, BSNL has unveiled Corporate Combo offers that provide value-packed connectivity bundles at special festive prices. Customers who take a Minimum of 10 new post-paid BSNL connections and one FTTH connection, a discount of 10% on First month's FMC shall be given.

D. “Gift a Recharge” Initiative

“Spreading Smiles, One Recharge at a Time”

In the true spirit of Diwali – a time of giving and sharing – BSNL is introducing an innovative “Gift a Recharge” initiative. This feature enables any BSNL customer to gift a prepaid recharge or top-up to friends or family members as a Diwali present. Whether your parents live in another city or you want to surprise a friend, you can now send them talk-time or data *wrapped as a gift*, ensuring they stay connected during the festivities. The process is simple: customers can use selfcare APP app to send a recharge to any BSNL number, accompanied by a personalized festive message.

As an added festive bonus, BSNL is offering a little extra value on every gifted recharge – a token of goodwill so that the joy of gifting keeps giving beyond the festival. This means the recipient will receive 2.5% discount on the gifted amount. This promotion, will run from October 18, 2025 through November 18, 2025.

Emphasizing this gifting initiative, Shri A. Robert J. Ravi said: *“There is no better time than Diwali to reach out and connect with our loved ones. We wanted to make it easy to share the gift of communication, just like we exchange sweets and gifts. With ‘Gift a Recharge’, a phone call or video chat with family is the gift itself – one that keeps people close even when miles apart. When you send a recharge to your elders or friends this Diwali, you’re not just giving data or talk-time, you’re gifting a heartfelt conversation. BSNL is happy to add a little extra on top, making sure that these precious conversations last even longer.”*

E. Senior Citizen Plan –

“Connecting Generations, Celebrating Bonds”

As we celebrate with fireworks and family reunions, BSNL is especially mindful of the elderly members of our communities – the grandparents and seniors who bless us with their wisdom and love. For them, BSNL has introduced a special Entertainment packed Senior Citizen Plan as part of the Diwali Bonanza. This plan is tailored to the needs of customers aged 60 and above, with discounted tariffs, extra benefits, and greater ease-of-use.

This is a special Sr. Citizen Plan and for only new connection plan 1812 is launched. Key features include :

2GB data per day,

unlimited calls,

100 SMS per day

Validity 365 days

and a free SIM

BiTV premium *entertainment bundled* free for 6 months

This New connection offer for Sr. Citizen will run from October 18, 2025 through November 18, 2025.

Sharing his thoughts on this initiative, the CMD remarked: *“Our elders are the guiding light of our families, much like the eternal flame of a diya that brightens our homes. This Diwali, we want to honor our senior citizens by lighting up their lives with worry-free connectivity. The Senior Citizen Plan is our way of saying thank you to the generation that has given us so much – by keeping them connected with their children and*

grandchildren, no matter the distance.”

F. Festive Giving on Select Plans —

“Save a Little, Share a Little”

To celebrate the spirit of giving this Diwali, BSNL is extending a 5% festive benefit on Plan ₹485 and Plan ₹1,999 made via the Self-care App or BSNL website. This promotion, will run from October 18, 2025 through November 18, 2025. Key features:

- 2.5% is passed back to the customer as an instant discount.
- The remaining 2.5% is donated by BSNL towards social-service initiatives—a small diya of kindness to light up more lives.

CMD, BSNL, Shri A. Robert J. Ravi, said:

“Diwali shines brightest when we share our light. With this ‘Save a Little, Share a Little’ initiative, every recharge becomes a small act of kindness—half for your savings, half for someone’s smile. Together, let’s light more diyas in more homes.”

Spreading the Light of Connectivity this Diwali

Through the Diwali Bonanza offers, BSNL is reaffirming its commitment to customer delight and digital inclusion. By weaving together technology with the cultural fabric of Diwali, BSNL aims to ensure that no one – whether a student away from home, a business, or a senior citizen – feels disconnected during this festive season.

These offers echo the very essence of Diwali: *lighting up homes and hearts, fostering togetherness, and sharing abundance.*

BSNL extends its warmest wishes to all its users and the entire nation. May this Diwali fill your lives with light, joy, and countless cherished connections.

For any queries, assistance in availing the Diwali Bonanza

Visit the nearest BSNL Customer Service Centre (CSC), dial 1800-180-1503 or visit bsnl.co.in

Happy Diwali to all!

Samrat/Allen

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