

General Manager (S & M - CM)

Sales & Marketing - Consumer Mobility

3rd Floor, New CTS Building

16, Greams Road, Chennai – 600 006

Phone: 044-28297878 Fax: 044-28297979



भारत संचार निगम लिमिटेड

(भारत सरकार का उद्यम)

BHARAT SANCHAR NIGAM LIMITED

(A Government of India Enterprise)

S&M-CM/GSM Genl/FWP/10-11/51

dt @ Chennai-6 the 20.04.2011.

Sub: Promotional Offer for selling the GSM based FWP - reg.

Ref : 1) BSNL C.O. Circular 2-2/2010/P&P-CM dt 08.04.2011.

2) S&M-CM/GSM-Genl/FWP/10-11/47 dt the 31.03.2011.

Vide this officer letter under ref.2), the withdrawal of special offer of GSM based FWP in both prepaid (with specially paired SIMs) and post paid in Tamilnadu circle was intimated to all concerned.

Vide BSNL C.O. letter under ref.1), the selling price of GSM FWP is revised as Rs.1450/= with revised talk time as detailed below.

Details	Existing	Revised w.e.f 22.04.11 to 30.06.11
Sale Price of GSM FWP	Rs.2100/- (4% VAT extra)	Rs.1450/- incl. of all taxes
SIM Card*	Rs.20 to be sold separately	Free on general Plan with Plan validity of one year (1)
SIM activation	ENRG<name of prepaid plan><FWP><Mobile number>	No change
FRC	Saral Anant Plan 15 General prepaid Plan 60	Customer has to purchase the FRC as per his/her requirement (2)
Free talk time	350 minutes of free calls per calendar month ON-NET –Local & STD – for 12 months. (not applicable on roaming)	Rs.150/-per month ON-NET – Local & STD for 12 months(not applicable on roaming)
Validity of promotional offer	Open ended	Upto 30-06-.2011(3)
Commission to Franchisee	-	8 % of the Sale Price

*the existing paired SIMs will continue to be used.

(1) Only General Plans – 3Nos (GL-1,1P/SEC & ALL@49) is allowed with FREE SIM (paired). & initial validity is 365 days instead of usual 180 days. Recharge condition will be applicable after 365 days instead of 180 days.

(2) allowed FRCs are Rs.60,37 & 44.

(3) On 30th JUNE 2011 this promotional plan closes and the existing configuration will be reverted back incl. price, FRC and free talk time w.e.f 01.07.11 .

The Date of Implementation for Tamilnadu circle is w.e.f 22.04.2011 and this promotional offer closes on 30.06.2011.

(K.R. Aravindavalli)

AGM(Marketing-CM)

044-28290825, 9443100876

Contd...

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To

GM (NW-O CM), Trichy -1/ Coimbatore – For information please.

GM(S&M-CM), Chennai Telephones, Chennai – For information please.

GM (F) / Sr. GM (TR) TN Circle, Chennai for information please.

DGM/DE IN Incharge - **Trichy & Bangalore** - for information & necessary action please.

DGM (Billing & IT) – Trichy – for information and necessary action please.

DGM (N/W Ops-CM)/DE Commercial -Coimbatore - For information & necessary action please.

Heads of SSAs, -- for kind information and necessary action please.

DGM (Sales), AGM (MKTG II) & AGM (Sales), Chennai-6 –For information and informing Sales Heads , franchisee managers and retail managers and other Channel partners along with commission structure as applicable.

DGM (CS), Chennai-6 - For information and informing Call Centre/Customer Service Centre Officials and ensure uploading the information on the website “tamilnadu.bsnl.co.in” .

DGM(S&M-CM)/AGM (Mktg-CM), Chennai Telephones, Chennai – for information & necessary action please.