

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/ 78

dt @ Chennai-6 the 31.10.2011.

Sub: Revision of Promotional Offer for selling the GSM based FWP in Prepaid and Postpaid services - reg.

Ref : (1) S&M-CM/GSM Genl/FWP/10-11/73 dt @ Chennai-6 the 10.10.2011.

(2) C.O. No.26-2/2009-R&C Circular No:78/11-12 dt 20.10.2011.

W.r.t C.O. letter under ref (2), approval of competent authority is hereby conveyed for implementation of the revision of the promotional offer of revised GSM FWP Sale price and SIM price, for 90 days, w.e.f 01-11-11 in Prepaid and Postpaid services in TN LSA (incl.CHTD)

The revised details are given below:-

Details	Existing w.e.f 16.10.11 to 29.12.11	Revised w.e.f 01-11-11 to 29-01-12 (90 days)
Sale Price of GSM FWP	Rs.1450/- incl. of all taxes	Rs.1000/- incl. of all taxes
SIM Card* & activation	Free on general Plan with Plan validity of one year (1)	Rs.20/- (incl. of S.Tax) for the plans with FRCs111,42,48
SIM Validity	7 days	7 days
SIM activation	ENRG<name of prepaid plan><FWP><Mobilenumber>	No change
FRC	Customer has to purchase the FRC as per his/her requirement (2)	Customer has to purchase the FRC as per his/her requirement (2)
Free talk time	Rs.150/-per month ON-NET – Local & STD for 12 months(not applicable on roaming)	Rs.125/-per month ON-NET – Local & STD for 12 months(not applicable on roaming) (3)
Validity of promotional offer	Upto 29.12.2011	Upto 22.01.2012
Commission to Franchisee	8 % of the Sale Price	8 % of original cost excluding all taxes

*the existing paired SIMs will continue to be used.

- (1) Existing Plan validity of one year with General Plans will continue to be available and SIM Cost Rs 20 is to be charged.
- (2) Existing allowed FRCs are Rs.111(2G Spl), 42(Vinadi spl), 48(all49 spl)
- (3) **The free talk value of Rs.125/- per month allowed for a month is to be utilized within the month for which it is allowed & no carry forward will be allowed.**

Existing recharge/topup conditions for General plans as per the chosen FRC shall be applicable and there is no change in all other terms and conditions including the activation procedure.

(K.R. Aravindavalli)

AGM(Marketing-CM)

To

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

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

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

DGM In charge IN – **Trichy/Bangalore** - for necessary action please.

DGM/DE Billing & IT – Trichy for information & necessary action please.

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

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

DGM (Sales), AGM (Sales) & AGM (MKTG II)- 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.