

# General Manager (S & M - CM)

Sales & Marketing - Consumer Mobility

3<sup>rd</sup> 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/172/GSM Genl/FWP/12-13/31

dt @ Chennai-6 the 21.02.2014.

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

**Ref : 1.** S&M-CM/GSM Genl/FWP/10-11/29 dt @ Chennai-6 the 18.11.2013.

2. C.O. approval no: 1427/ dt 20.02.14.

Vide this officer letter under ref.(1), the implementation of promotional offer for selling GSM based FWP with revised price & free talk time up to 18.02.2014 was intimated.

Vide C.O. mail under ref.(2), Approval of the competent authority is hereby conveyed for the extension of the above promotional offer for 90 days **from 24.02.2014 to 24.05.2014** in Tamilnadu LSA (incl. CHTD).

The details are given below:-

Details	Promotional Offer from 24.02.14 to 24.05.14 <b>(90 days)</b>
Sale Price of GSM FWP	Rs.1000/- incl. of all taxes
SIM Card & activation	Rs.20/- (incl. of S.Tax) for the plans with plan vouchers 175,42 & 37
SIM Validity	7 days
Plan voucher	Customer has to purchase the plan Voucher as per his/her requirement (2)
Free talk time	Rs.125/-per month ON-NET – Local & STD for 12 months(not applicable on roaming) <b>(3)</b>
Commission to Franchisee	8 % of original cost excluding all taxes

- (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 Plan Vouchers are Rs.175 (General Neo), 42(Second Neo Plan) & 37(Minute Neo Plan).
  - (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 validity extension/top-up conditions as per the chosen Plan voucher shall be applicable and there is no change in all other terms and conditions including the activation procedure.

*Anandhi Sankararaman*

(Anandhi Sankararaman)

AGM (Marketing II - CM)

044-28290825, 9486100540

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.

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

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

DGM/DE 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)/SDE MKTG, 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 (ITPC) HYB – For information and ensure uploading the information on the BSNL PORTAL

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