

General Manager (S & M - CM)

Sales & Marketing - Consumer Mobility
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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/ 60

dt @ Chennai-6 the 01.07.2011.

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

Ref : S&M-CM/GSM Genl/FWP/10-11/59 dt @ Chennai-6 the 30.06.2011.

Vide this officer letter under ref., the Extension of promotional offer for selling GSM based FWP with revised price & free talk time upto 07.07.2011 was intimated.

Approval of the competent authority is hereby given for the extension of the above said promotional offer for 2G vinadi special with FRC 42 and 2G all@49 special with FRC 48 plans also in GSM based FWP during the promotional period from 01.07.2011 to 07.07.2011.

The details are given below:-

Details	Promotional offer w.e.f 01.07.11 to 07.07.11
Sale Price of GSM FWP	Rs.1450/- incl. of all taxes
SIM Card*	Free on general Plan with Plan validity of one year (1)
SIM activation	ENRG<name of prepaid plan><FWP><Mobile number>
FRC	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)
Validity of promotional offer	Up to 07.07.2011
Commission to Franchisee	8 % of the Sale Price

*the existing paired SIMs will continue to be used.

(1) Only General Plans – 3Nos (2G special, Vinadi special & all@49 special) are 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.111,42 & 48.

This promotional offer is applicable for postpaid also and there is no change in the activation procedure.

(K.R. Aravindavalli)

AGM(Marketing-CM)

044-28290825, 9443100876

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.