

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/ 47

dt @ Chennai-6 the 31.03.2011.

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

Ref: 1) S&M-CM/GSM Genl/FWP/10-11/ 44 dt @ Chennai-6 the 27.01.2011.

2) BSNL C.O. Circular 2-2/2009/P&P-CM dt 13.01.2011.

3) Sales&Mktg/CM/GSM-Genl/2009/30 dt the 17.03.2010.

Vide this office letter under ref.1), the implementation of special offer of GSM based FWP in both prepaid (with specially paired SIMs) and post paid in Tamilnadu circle with effect from 01.02.2011 to 31.03.2011 was intimated to all concerned.

Since the offer period closes on 31.3.2011, the original selling price with free talk time as existed prior to this special offer as on 31.01.2011 is restored with effect from 01.04.2011 and the details are given below.

Details	Existing from 01.02.2011 to 31.03.2011	Revised with effect from 01.04.2011
Sale Price of GSM FWP	Rs.1450/- incl. of all taxes	Rs.2100/- (4% VAT extra)
SIM Card*	Free on General Plan	Rs.20 to be sold separately.
SIM activation	ENRG<name of prepaid plan><FWP><Mobile number>	ENRG<name of prepaid plan><FWP><Mobile number>
FRC	Customer has to purchase the FRC as per his/her requirement (FRC 60,37,44)	Saral Anant Plan 15 General prepaid Plan 60
Free talk time	Rs.150/-per month for 12 months	350 minutes of free calls per calendar month ON-NET – Local & STD – for 12 months. (not applicable on roaming)
Validity of promotional offer	Upto 31.03.2011	Open ended
Commission to Franchisee	8 % of the Sale Price	-

*the existing paired SIMs will continue to be used.

There is no change in procedure for implementation of GSM based FWP in prepaid/postpaid connections.

(A.R. Paulraj)

DGM (S&M-CM)

044-28291007, 9486104455

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 (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.