

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/164/STV-BOOSTER CARDS/12-13/03

dt @ Chennai-6 the 18.05.2012.

Sub: Introduction of new 2G & 3G Combo packs under prepaid mobile services - reg.

Ref: C.O. Ir no: 26-09/2012-T&C-CM Circular No:13/12-13 dt 11.05.2012.

Approval of the competent authority is hereby conveyed for the introduction of Two new STVs offering combination of features such as Voice, SMS, Data and Video call under 2G and 3G prepaid mobile services as combo packs through SMS/C-TOP-UP respectively in Tamilnadu LSA (including Chennai Telecom District) **with effect from 21.05.2012.**

The details are given below:-

Particulars	2G STV	3G STV
a) MRP of STV in Rs. (incl. of S.Tax)	105	345
b) Validity	30 days	30 days
c) Activation	Through SMS only	Through C-TOP UP only
d) Features>>		
i) Voice Call(Local/STD)	Rs./Min	
-On-net	0.30	0.30
-Off-net	0.50	0.50
ii) Video call Any Network (Local/STD)	NA	0.70
iii) SMS Any Network (Local/STD) (Rs./SMS)	0.05	0.05
iv) Free Data Usage in MB	1000MB	1000MB

- The reduced SMS rate and free data usage will be available while in national roaming also, in BSNL network.
- The reduced rate in case of Voice call & video call will be available while in Home LSA only.
- During the validity period of combo STVs, If a customer recharges again the same combo STV,
 - i) The revised validity is from the Date of Activation only.
 - ii) Unutilised FREE DATA - if any, will be carried forward - If the customer is in 2G and applies 2G Combo or the customer is in 3G and applies 3G Combo)
 - iii) Unutilised Free Data – if any, will not be carried forward - if the customer is in 3G speed and applies 2G Combo and vice versa)

Activation of 2G combo STV is made available through SMS only and SMS sent to 53733. The details are as under:-

MRP of Combo STVs	SMS Keyword to be sent to 53733	Amount to be deducted
105 (2G)	“COMBO105”	Rs. 93.45

These two new Combo STVs are made available to prepaid customers in Group I under multiple boosters.

Contd....

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Suitable steps may kindly be taken to popularize these Combo STVs as they combine the features of Voice, SMS , Video & Data for the benefit of customers.

(S. BAMA)

AGM(Marketing-CM)

044-28290825, 9444979827

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

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

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.