

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/166/2G & 3G-Data Plans/11-12/

dt @ Chennai-6 the 15/10/2011.

Sub : Introduction of 2G DATA RCV 54 to 2G prepaid plan customers –reg.

Approval of the competent authority is hereby conveyed for the introduction of 2G DATA RCV MRP 54 **through SMS only** to all 2G prepaid mobile customers in TN LSA (including CHTD) **with effect from 17-10-2011**. The details are given below: -

MRP of 2G DATA RCV in Rs.(incl. of S.Tax)	FREE DATA USAGE		Validity	SMS KEY WORD for activation	Amount to be deducted
	Day/anytime usage	Night Usage			
54	300MB	2GB	30 days	GPRS54	Rs.48.96

- Additional Usage charges with pulse rate of 10KB is Rs.0.04/10KB.
- The FREE DATA USAGE allowed is also applicable while in national roaming.
- The usage charge beyond free usage is same for Home LSA and roaming.
- The RCV mentioned above will increase both main and dedicated account validity.

(K.R. Aravindavalli)

AGM(Marketing-CM)

Chennai-6, TN Circle

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.