

General Manager (S & M - CM)

Sales & Marketing - Consumer Mobility

3rd 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/166/3G Data card/ 12-13/145

dt @ Chennai-6 the

29-08-13.

Sub: 3G Data Card Promotional Offer on 3 new Data PVs under prepaid services – reg.

Ref: 1. S&M-CM/166/3G Data card/ 12-13/141 dt @ Chennai-6 the 22-08-13.

2. C.O. Lr.No. 26-17/2009-R&C (Pt) Circular No. 26/13-14 dt 25-07-13.

As per letter under ref.(1), the implementation of three new prepaid data plan vouchers under 3G prepaid mobile services in Tamilnadu LSA (incl. Chennai Telecom District) on regular basis with effect from **01.08.2013** was communicated.

Approval of the competent authority is conveyed to implement an option to the customer activating the following data Plan Vouchers to purchase 3.6Mbps data card **at reduced price/FREE as under in Tamilnadu Circle CSC's only**, with effect from **31-08-2013** and remain valid till the stock of the 3.6Mbps data card lasts.

Data Plan Voucher (DPV)	Price of 3.6Mbps Data Card
DPV 3299	FREE
DPV 2299	Rs.300
DPV 1251	Rs.600

- The DPV amount for all the 3 plans will be bundled with SIM cost at Sanchorsoft under CSC login only and the receipt with a foot note – “Please get Free 3.6Mbps data card for Rs.../=” will be generated accordingly. (Based on voucher amount the Rs. will be modified automatically).
- **CSCs should make sale entry** for the free data card with IMEI number via MISC INVD Menu in SS along with new mobile number sold in the above plan **without fail**.
- To update the data card receipt amount Sanchorsoft will validate the GSM number for new sale entry and amount and update the net amount as “0” for DPV3299, “300” for DPV 2299 & “600” for DPV1251 respectively.
- This offer is available for NEW customers (thru CAF) only, at CSC outlets.
- However, Franchisee’s can continue to activate these three data plan vouchers thru C-TOP UP without this reduced price/free offer.
- Existing voice plan customer also can migrate to these 3 data plans through C-TOP UP – but without this reduced price/free offer.
- There is no change in all other terms and conditions including validity extension thru C-TOP UP among these three data PVs.

S. BAMA

(S. BAMA)

AGM (Marketing-CM)

044-28290825, 9444979827

Contd...

General Manager (S & M - CM)

Sales & Marketing - Consumer Mobility

3rd 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)

-2-

To

GM (NW-O CM), Trichy -1/ Coimbatore – For information & necessary action please.

GM(S&M-CM), Chennai Telephones, Chennai – for information please.

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

DGM (N/W-O-CM)/DE Commercial CBT – For information and necessary action please.

DGM/DE In-charge IN Trichy – For information and 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 (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.