

# General Manager (S & M - CM)

Sales & Marketing - Consumer Mobility

3<sup>rd</sup> 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/3G Data card/ 11-12 / 98**

**dt @ Chennai-6 the**

**24 -01-12.**

Sub :Limited Promotional offer during festival season under 3G Prepaid mobile services- reg

Ref : C.O Ltr No. 26-18/20101-T&C –CM circular no.106 /11-12 dt 19-01-2012

On the occasion of Republic day, Id-E-Milad, Holi celebration, and w.r.t CO order under ref, approval of competent authority is hereby conveyed for the limited promotional offer, in TN LSA (incl CHTD) as detailed below:

(1) 50%Extra Data usage for the 3G Data RCVs (including iPad plans) with Free Usage of 1000MB and above

and

(2) introduction of new Video call STVs MRP104 and 204, under Prepaid Mobile services,:

STVs with MRP	Free Local on-net video calls	Free Local and STD on-net video calls
104	900 minutes for 30 days	-
204	-	900 minutes for 30 days

- Since all the prepaid customers of 2G in TN LSA(incl CHTD) are also given Video call facility by default, these STVs are applicable to 2G and 3G customers
- It is hereby intimated that these two new video call STVs 104 and 204 ,along with the existing STV57, are placed in Group II in the Multiple Booster facility in 2G/ 3G Prepaid Mobile services as per the technical feasibility. Customers are advised to use one STV out of the six in GrpII (MRP31,151,501,57,104,204) at a time.
- The above limited promotional offer is implemented from 26-01-12 to 31-03-12

**(K.R. Aravindavalli)**

AGM(Marketing-CM)

TN Circle, Chennai-6

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

DGM/DE Billing & IT – Trichy for information & 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” .