

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/3G Data card/ 12-13 /44

dt @ Chennai-6 the

17 -08-12.

Sub : Promotional offers on 3G DATA card/Plan for Independence Day– reg.

Ref : C.O. Ir no: 26-18/2010-T&C-CM Circular No:41 dt 30.07.2012.

Approval of competent authority is hereby conveyed for the implementation of Promotional offers on 3G DATA card and 3G postpaid DATA plan for Independence day in Tamilnadu Circle **as promotional offer from 16-08-12 for 2 months.** The offer details are given below.

(A) Free 3.6Mbps data card with any postpaid data plan having FM more than Rs.400/-

- The customer has to initially pay for cost of the 3.6 Mbps data card taken from BSNL as per prevailing price.
- The customer has to subscribe a postpaid data plan with a FMC of more than Rs.400/-
- The cost of the above data card (exclusive of VAT) will be returned to the customer by way of monthly cash back (rebate) in bill over a period of 8 months.(i.e. Discount of Rs.160 per month for 8 months on FMC; Total discount 8*160=Rs.1280)

(B) Special 3G postpaid data plan for two months i.e. for the month of August and September 2012 as promotional Independence Day offer.

Plan details	Franchisee	CSC
Advance rental (in Rs)	450	450
Activation charges (in Rs)	100	NIL
Total	550	450
Franchisee commission per activation in Rs	100	NA
Freebies with activation	3GB/month for 2 months. After 2 months the customer can choose any of the postpaid plans of his choice.	
Data rate beyond FREE Usage	Rs.0.01/10KB	
Scheme period	2 months with effect from 16-08-12.	

Note: Customer should be informed at the time of booking itself, that he has to approach CSR after two months for choosing any of the postpaid data plans.

Suitable steps may be taken to popularize this promotional offer.

S. BAMA
(S. BAMA)

AGM (Marketing-CM), TN Circle, Chennai-6.

To

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

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

DGM/DE Billing & IT, South Zone Billing Center, – Trichy for information & for 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” .