

## 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/11-12/27 dt @ Chennai-6 the 08.07.2011.

Sub: Activation of new Voice STV/Boosters through SMS in 2G/3G prepaid services - reg.  
Ref: S&M-CM/170/Tariff/11-12/18 dt @ Chennai-6 the 17.06.2011.

Vide above ref letter , the activation of four numbers of new Voice STVs/Boosters of MRP 12,17,28 & 54 through C-TOPUP was implemented for **2G/3G Prepaid** customers of new plans in Tamilnadu LSA (including CHTD) with effect from 21.06.2011 and for OLD plans being implemented w.e.f 02.07.2011 and 10.07.2011 in a phased manner.

Approval of the competent authority is hereby conveyed for the introduction of activating these four new Voice STV/Boosters MRP 12, 17, 28 & 54 through SMS by **2G/3G Prepaid** customers of all plans by themselves in Tamilnadu LSA (including Chennai Telecom District) **with effect from 10.07.2011.**

Sl.No	Booster	Validity	Amount to be deducted in IN (Rs.)	Format for sending SMS to 53733
1.	STV 12	15 days	10.88	VOICE12
2.	STV 17	30 days	15.41	VOICE17
3.	STV 28	30 days	25.39	VOICE28
4.	STV 54	30 days	48.96	VOICE54

There is no change in the procedure of implementation for the activation of voice boosters through SMS.

(K.R. Aravindavalli)

AGM(Marketing-CM)

044-28290825, 9443100876

To

GM (NW-O CM), Trichy -1/ Coimbatore – For information 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 Incharge - Trichy & Bangalore - for information & 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” .

DGM(S&M-CM)/AGM (Mktg-CM), Chennai Telephones, Chennai – for information & necessary action please.