



S&M-CM/162/New Plans & Promotions/2013-14/79 Dated @ Chennai-6 the 28.09.13.

Sub: Promotional offers on the occasion of BSNL DAY under GSM services - reg.

Ref: CO Lr.No. 26-18/2010-T&C-CM Circular No.44/13-14 dt 27-09-13.

Approval of the competent authority is hereby conveyed for the implementation of the following promotional offers under GSM services on the occasion of BSNL DAY and festivals like Gandhi Jayanthi, Dussehra, Id-ul-Zuha, Christmas etc., in TN LSA (incl. CHTD) **with effect from 01/10/2013.**

The period of offer with details are given below:-

Sl.No	Promotional Offer Particulars	Period of Offer
1	Full usage Value equal to MRP on Top-up Voucher/C TOP-UP/Flexi TOP-UP with MRP of Rs. 100 to Rs.190.	01.10.2013 to 07.10.2013 (7 days)
2	Normal SIM with MRP of Rs.20 to be offered free of cost for all new activations	01.10.2013 to 07.10.2013 (7 days)
3	10% extra on existing bundled free data usage for all STVs with MRP Rs.96 and above under prepaid services and for all date plans under postpaid services. Details given in Annexure.	01.10.2013 to 29.12.2013 (90 days)

Note: For Franchisees, the number of SIMs activated during the above offer period, will be recouped after 15/10/2013. Hence, FC/FRC has to be completed before 15/10/2013 for the above activations.

Press note and proper advertisement as deemed fit may be made to generate adequate response.

This is for kind information and necessary action please.

(S.BAMA)
AGM (Marketing-CM)
044-28290825, 9444979827
To

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

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

DGM/DE In charge IN - Trichy - for infmn & necessary action please.

DGM(NW-O)/DE Commercial, Coimbatore/ - For information & necessary action please.

Heads of SSAs, -- for kind information and necessary action please.

DGM /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(S&M-CM), Chennai Telephones, Chennai – For information please.

DGM (ITPC) HYB – For information and ensure uploading the information on the BSNL PORTAL.

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ANNEXURE

MRP of the Prepaid Unified Data STV (incl. of S.Tax) in Rs.	Postpaid Fixed Monthly Charges (Excl.of S.Tax) in Rs.	Existing bundled free Data in MB/GB	Revised bundled free Data in MB/GB	Validity in days
96	NA	700MB	770MB	21
139	125	1GB	1.1GB	30
253	225	2GB	2.2GB	30
561	501	5GB	5.5GB	30
821	666	7GB	7.7GB	60
1011	901	10GB	11GB	30
601	NA	3000MB	3300MB	90
3302	NA	30000MB	33000MB	90

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