

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/162/New Plans and promo offers/11-12/80

dt @ Chennai-6 the 28.11.2011.

Sub: **Bundling of plans at CSCs under prepaid Mobile services - reg.**

Ref: Commercial/Operations proposal.

Approval of the Competent Authority is hereby conveyed for implementation of Bundling of 2G/3G prepaid plans with FRC amount in Tamilnadu Circle **for CSC/CSRs alone with effect from 05.12.2011**. The details are given below:-

Henceforth, the 2G (MRP Rs.20) and 3G (MRP Rs.59) SIMs are renamed as 32K SIM and 128K SIM and there is no change in the sale price. i.e. 32K SIM cost Rs.20 and 128K SIM cost Rs.59 only.

Customer has to opt for a plan (-which are currently on offer), while purchasing a 32K SIM or 128K SIM at CSCs. Based on customer selection, appropriate receipt (as given below) will be generated in Sanchorsoft.

Name of the current plans on offer	MRP in Rs. If opted with 32K SIM(Rs.20)	MRP in Rs. If opted with 128K SIM(Rs.59)
Saral Ananth Special -FRC 15	35	74
Per Second Plan -FRC 42	62	101
Per Minute Plan -FRC 48	68	107
2G Special -FRC 111	131	170
AnbuJodi special -FRC 34	34*	93
Student Special -FRC 39	59	98
Nesam -FRC 29	49	88
3G Special -FRC 120	-	179

*Since 32K SIM is free for Anbujodi plan at CSCs.

All the freebies and other offers (if any), will be allowed **from the date of creation**. Hence, CSCs are instructed to intimate the customer to initiate first call (*123#) immediately without fail, in order to avail the freebies fully. Also it may be noted that the number will be disconnected if the first call is NOT originated within 15 days.

There is NO CHANGE in the existing SIM activation procedure in respect of franchisee's/Retailers/DSAs. This is for the information of all concerned please.

(C. Selvaraj)

AGM(Marketing-CM)

To

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

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

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

DGM/DE In charge IN - Trichy & Bangalore - for 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 (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(S&M-CM), Chennai Telephones, Chennai – For information please.