

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/3G Data card/ 11-12 /100

dt @ Chennai-6 the

02-02-12.

Sub : Implementation of change in MRP of Data RCV10 and 50 in Prepaid services- reg

Ref : Field complaints

Lot of requests are being received from the SSAs to change the denominations of DataRCV MRP Rs10 and 50 which are available in TUs also. When the channel partners apply the TopUps Rs10 or Rs50, in Ctopup, in Data tree by mistake, customers get only data and not the eligible amount as expected and vice versa. It creates unnecessary churning and complaints.

Hence, it is decided by the competent authority to revise the MRP of the Data RCV, in CTopUp, from Rs10 to Rs12 and Rs50 to Rs53 in TN LSA(incl CHTD)

The tariff details are given below.

MRP of Data RCV in Rs	
Existing	Revised
10	12
50	53

- This revision come into effect from 04-02-12.
- There is no change in other terms and conditions.
- This is for information of all to popularize the same.

(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/** - for 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) -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.