



S&M-CM/104-03/2010-11/VAS/DATA(3G)/ 112

dt @ Chennai-6 the 10.03.2014

Sub: **Rate Revision of “Data STV Bundled with Mobile TV Pack from M/s Apalya Technologies Pvt Ltd” from Rs.165 to Rs.166 in Tamilnadu Circle - reg.**

Ref: (1) BSNL C.O. Circular.T&C-CM No.85/13-14
(2) CO Ltr No.26-17/2009-R&C (Pt.)dated 05-03-2014.

As per the instructions of BSNL Corporate office the **Rate of the “Data STV165” is Revised from Rs.165/- to Rs.166/-**, with effect from **10.03.2014**. The tariff detail is given below:

- A) Data STV: MRP Rs.166/- (Incl of S.Tax)
B) Freebies Offered:

Sl No.	Particulars	Details
a)	Free Data Download	1GB
b)	Free No. of TV Channels	50+ Channels provided by M/s Apalya
c)	STV Activated on	Any Prepaid Plan Voucher
d)	Validity of Freebies	30 days from the Date of Activation

- The STV Should be activated through the USSD Menu in the CTop-Up SIM of CSR/Retailer/Franchisee only.
- The Procedure is as follows-
 - Dial *222*MPIN# (MPIN is secret Code of CTop-Up SIM)
 - Press 6 (VAS)
 - Press 2 (STV)
 - Choose the Option for this 50+ Channels Pack of M/s Apalya Technologies Pvt Ltd.
 - Enter the Mobile Number for which the STV has to be activated.
 - Rs.166/- will be deducted from the CTop-Up SIM and customer will get 1GB data and 50+ free Mobile TV channels. Rs.166/- has to be collected from the Customer. No Change in the Channel list already offered.
- The validity period is “30 days from the date of activation”.
- This is for the kind information of all concerned, please.

Kalavathi Subramanyan

(Kalavathi Subramanyan)
AGM (VAS -Mktg-CM)
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To:

- GM (NW-O CM), Trichy -1/ Coimbatore – For information please.
GM(S&M-CM), Chennai Telephones, Chennai – For information please.
Sr. GM (F) / Sr. GM (TR) TN Circle, Chennai for information please.
DGM/DE IN In-charge - Trichy - 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)/SDE MKTG, 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 (ITPC) HYB – For information and ensure uploading the information on the BSNL PORTAL
DGM(S&M-CM)/AGM (Mktg-CM), Chennai Telephones, Chennai – for information & necessary action please.
DGM(VAS-SZ)/DE(VAS-SZ), Trichy - for information & necessary action please.