

# 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/166/3G Data card/ 13-14-15/ 23 dt @ Chennai-6 the 29-05-14.

Sub: Discounted Price of 3G Data Cards sold bundled with Data PVs under prepaid services – reg.

Ref: 1. S&M-CM/166/3G Data card/ 13-14/17 DT @ Chennai-6 the 24-01-14.

2. C.O. Lr.No. 26-17/2009-R&C (Pt) Circular No. 08/14-15 DT 22-05-14.

As per letter under ref.(1), the implementation of Discounted Price of 3.6Mbps Data Card sold bundled with 3G DATA PVs under prepaid mobile services in Tamilnadu Circle with effect from **25.01.2014** was communicated and will continue to be available **till stock lasts**.

As per letter under ref. (2), Approval of the competent authority is conveyed to implement an option to the customer activating the following data Plan Vouchers to purchase **7.2/14.4 Mbps data card at reduced price as under in Tamilnadu Circle CSC's only**, with effect from **01-06-2014** and remain **valid till the stock of the 7.2/14.4Mbps data card lasts or 29-08-2014, whichever is earlier**.

Data Plan Voucher (DPV)	Price of 7.2 Mbps Data Card	Price of 14.4 Mbps Data Card
DPV 3299	Rs.400	Rs.700
DPV 2299	Rs.800	Rs.1100
DPV 1251	Rs.1200	Rs.1500

There is no change in all other terms and conditions including validity extension thru C-TOP UP among these three data PVs. Press note and proper advertisement as deemed fit may be made to generate adequate response.



(S.BAMA)

AGM (Marketing-CM)

044-28290825, 944497 9827.

To

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

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

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

DGM (N/W-O-CM)/DE Commercial CBT – For information and necessary action please.

DGM/DE In-charge IN Trichy – For information and necessary action please.

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

**DGM (Sales), AGM (Sales) / AGM (MKTG II) - Chennai-6** –For information and necessary action please.

**DGM (CS), /AGM (CSC) 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.