

General Manager (S & M - CM)

Sales & Marketing - Consumer Mobility

3rd Floor, New CTS Building

16, Greams Road, Chennai – 600 006

Phone: 044-28297878 Fax: 044-28297979



भारत संचार निगम लिमिटेड

(भारत सरकार का उद्यम)

BHARAT SANCHAR NIGAM LIMITED

(A Government of India Enterprise)

S&M-CM/162/New Plans and Promotions/11-12/100

dt @ Chennai-6 the 14.03.2012.

Sub: Promotional Plan Activation Voucher 198 to NESAM plan - reg.

Ref : C.O. Sanction No:674 dt 06.03.2012.

Approval of the competent authority is conveyed for the Re-launch of Plan Activation Voucher 198 in C- TOP UP for the customers of various plans to change to NESAM plan **with effect from 16-03-2012 to 21.03.2012 in TN Circle (excluding Chennai Telecom District).**

Re-launch of Promotional Plan Activation Voucher 198 to NESAM plan: (talk value NIL)

- The 198 Plan Activated customer will be governed by all terms and conditions related to validity, F&F etc., as applicable to **NESAM Plan only**.
- Validity of the eligible customer on activation of 198 voucher to NESAM will be 180 days irrespective of current validity. After the initial validity period of 180 days, Monthly recharge condition of NESAM plan is applicable.
- Existing F&F numbers (& FFL number wherever applicable) in the old plan will **NOT** be carried forward to NESAM plan.
 - However, the customer has to register afresh the FIVE numbers (any network) by giving SMS as FFE*
<space><1st number><space>< 2ndnumber><space><3rdnumber> <space><4th number><space><5th number> .
 - For change of F&F numbers, SMS to 53733 as FFM <space><old number ><space>< New number>
 - FFM stands for modification of F&F no.

*FFE number can be Landline/ Fixed WLL/WLL with limited mobility / RUIM /GSM Mobile, **all within TamilNadu LSA (incl Chennai TD) of any Operator.** Except for the mobile numbers, for Landline/ Fixed WLL/ WLL with limited mobility ,the STD code of the station may be prefixed pl

- All the existing 2G/3G customers of Saral Anant Special , Vinadi Special/Per Second Plan, all@49 special/Per Minute Plan,2G Special,Student Special, Excel Anant, New Excel Anant, Excel Student, Kurinji & Wonder plus, En-Nanban, En-Nanban Super, MegaSuper, Vasantham, ANBUJODI Special and 3G Special are eligible to use this Plan Activation voucher.
- Customers who opt NESAM plan thru 198 voucher, will be extended all the features of NESAM plan.
- On Activation of NESAM plan, the **talk value** available in the old plan will be **carried over** to the NESAM plan.
- **Existing Booster/STV** cards or coupons activated while in the old plan **will be valid** on Activation to NESAM plan.
- **The 198 STV will be only on C top up.**

(K.R.Aravindavalli)

AGM(Mktg –CM)

Contd...

-2-

To

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

General Manager (S & M - CM)

Sales & Marketing - Consumer Mobility

3rd Floor, New CTS Building

16, Greams Road, Chennai – 600 006

Phone: 044-28297878 Fax: 044-28297979



भारत संचार निगम लिमिटेड

(भारत सरकार का उद्यम)

BHARAT SANCHAR NIGAM LIMITED

(A Government of India Enterprise)

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

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

DGM 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.