

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/165/RCVs & TOPUPS/2013-14/ 46**      **Dated @ Chennai-6**      **the 02.01.14.**

Sub: Extra Usage Value on TU 6000 on the occasion of PONGAL under GSM prepaid services – reg.  
Ref: CO ECT Approval no: 1363 dt 30/12/13.

With reference to the CO orders cited above, approval of the competent authority is hereby conveyed for the implementation of extra usage value on the following Top-up Vouchers/C-top-up/Flexi top-up under prepaid GSM services in Tamilnadu LSA (incl. CHTD) for 15 days **from 06.01.2014 to 20.01.2014.**

The details are given below:-

Sl.No.	MRP of Top-up voucher/C-top-up in Rs. (incl. of S.Tax)	Usage value offered with Top-up voucher/C-top-up in Rs.
1	6000	7200

Press note and proper advertisement as deemed fit may be made to generate adequate response.

This is for kind information and necessary action please.

(S.BAMA)  
AGM (Marketing-CM)  
044-28290825, 9444979827.

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 - 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)/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(S&M-CM), Chennai Telephones, Chennai – For information please.