



**S&M-CM/165/RCVs & TOPUPs/2012-13/85 Dated @ Chennai-6 the 24.07.12.**

Sub: Full usage value equal to MRP on Top-ups with MRP Rs.110, 220,440 & 550 during Aug 2012 –reg.  
Ref: CO Circular No: 26-18/2010-T&C-CM No.40/12-13 dt 23.7.12.

With reference to the CO orders under ref., approval of the competent authority is hereby conveyed for the **full usage value equal to MRP on Top-ups with MRP Rs.110,220,440 & 550/- only** in C-TOP-UP and in Paper Voucher for Tamilnadu LSA (incl. Chennai TD) in 2G & 3G prepaid Mobile services for 30 days **from 01.08.2012 to 30.08.2012.**

The details are given below:-

The promotional offer is	<b>Full usage Value equal to MRP on top-up Voucher/C-top-up/ Flexi top-up with MRP of Rs.110, 220,440 &amp; 550.</b>
Period of Offer	<b>01.08.2012 to 30.08.2012</b>
Applicable for	TOP-UPs of MRP Rs.110, 220,440 & 550 in C-TOP-UP/Flexi top-up & Rs.110 Paper Voucher for Tamilnadu Circle. TOP-Ups of MRP Rs.110,220,440 & 550 in C-TOP UP/Flexi top up & Rs.110 & Rs.220 in Paper voucher for Chennai Telecom District

Note: Wherever, the usage value offered with top-up voucher is more than the MRP, the higher usage value already offered will prevail.

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 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.