

# General Manager (S & M - CM)

Sales & Marketing - Consumer Mobility

3<sup>rd</sup> 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/164/Booster Cards-STVs/12-13/55

dt @ Chennai-6 the 26.02.13.

Sub: Introduction of four new STVs in prepaid mobile services – reg.

Ref: C.O. Ir no. 26-4/2012-T&C-CM Circular no.110/12-13 dt 24.01.2013.

Approval of the competent authority is hereby conveyed for the implementation of four STVs (2 numbers with Longer Validity) under 2G & 3G prepaid mobile services in Tamil Nadu LSA (incl. CHTD) **with effect from 28.02.2013**. The details are given below:-

MRP of STVs in Rs.(incl. of S.Tax)	15	43	17	31
Validity in days	30 days	90 days	30 days	90 days
Free Usage in Rs.	NIL		NIL	
O/G Call charges				
Local On-net	1p/sec		50p/Min	
Local Off-net	1.2p/sec		60p/min	
STD On-net	1p/sec		50p/Min	
STD Off-net	1.2p/sec		60p/Min	
Reduced FNF call charges to 2BSNL Local numbers	30p/min		30p/Min	
All other charges	As per Base Plan		As per Base Plan	

The above STVs could be activated through SMS also. The details are given below:-

MRP of STVs (incl. of S.Tax)	Validity in days	SMS keyword to be sent to 53733	Amount to be deducted in IN
17	30 days	VOICE17	15.13
15	30 days	VOICE15	13.35
31	90 days	VOICE31	27.59
43	90 days	VOICE43	38.27

- All the above four new STVs are placed in Group I and are applicable as long as the customer is in Home LSA only & while in roaming, necessary charges as per the plan will be charged.
- All the above four new STVs are applicable for select current plans viz., Life Time, Second, Minute, General, Anbujodi and Roamfree plans only.
- All the above four new STVs are NOT applicable for other current plans viz., Student Special, Jaijawan and New Nesam Special plans.
- All other terms and conditions will remain same.

*S. BAMA*

(S. BAMA)

AGM (Marketing I-CM)

044-28290825, 9444979827.

Contd....

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To

GM (NW-O CM), Trichy -1/Coimbatore – For kind information please

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

Sr.GM TR/GM Finance Chennai for kind information please

DGM/DE IN Incharges - Trichy - for necessary action please

DGM (NWO)/DE Commercial, o/o GM (NW-O), Coimbatore - for information & necessary action pl.

All Heads of SSAs, Tamilnadu Circle -- 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](http://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 infmn & necessary action pl.