

## General Manager (S & M - CM)

Sales & Marketing - Consumer Mobility  
3<sup>rd</sup> Floor, New CTS Building  
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भारत संचार निगम लिमिटेड

(भारत सरकार का उद्यम)

**BHARAT SANCHAR NIGAM LIMITED**

(A Government of India Enterprise)

S & M-CM/162/New plans& promo offers/11-12/53

DATED: 06-09-2011

Sub: Free incoming Call Diversion(FCD) for all 2G & 3G Prepaid and Postpaid Customers in Tamil Nadu LSA(incl CHTD)- reg.

Approval of competent authority is hereby conveyed to offer Free incoming Call Diversion (FCD) facility to all 2G & 3G Prepaid and Postpaid mobile Customers of Tamil Nadu LSA (incl CHTD- in 2G services only for CHTD) from 12-09-11 to 10-11-11 for a period of 60days, on trail basis, as per the details given below. This facility is offered free of cost.

1. Free incoming call diversion facility to one BSNL Landline number within **Tamil Nadu inclusive of Chennai**, as per the choice of the Prepaid / Postpaid customer, involves two steps
  - (a) First, registering one BSNL LL number through SMS to 53733
  - (b) Second, activation of the facility, as given below
2. **First, the Customer has to register** one BSNL Landline number for Free Call Diversion(FCD) facility by sending SMS to 53733 as

**FCD <space> STDCODE BSNL Landline number** in TN LSA(including Chennai BSNL number)

Any subsequent change of registration will be allowed only after two months from the date of registration under this offer to avoid misuse.

3. **Secondly**, the customer has to activate the FCD facility as per normal call diversion procedure\*\* as per his need..

\*\* In Mobile handset, Go to Menu ->Settings->Call settings->Call divert-> <all calls> (this is as per the requirement of the customer and facilities available in the mobile handset) to Landline Number with STD code( to which calls are to be diverted).

For deactivation,Go to Menu ->Settings->Call settings->Call divert deactivate-> <all calls>.

Customers may remember to deactivate this facility to get the calls back to the mobile handset when needed. There is no restriction on the no. of activation or deactivation of this facility as this facility is offered to counter the indoor poor coverage problems here and there in TN LSA. This facility will arrest the churning in the customers to port-out on the above reason.

4. On activation of the FCD facility, all the incoming Calls to the mobile number will be diverted to the registered landline number and are FREE of charge.

(But it may please be noted that any diverted incoming call to any other Landline/Mobile number, other than the above registered landline number is chargeable for the incoming call mobile number as applicable for a diverted call.)

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5. This facility is not applicable for the CUG customers in Prepaid and Postpaid services.

(KR ARAVINDAVALLI)

AGM MKTG-CM

TN CIRCLE

To

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

GM(S&M-CM), Chennai Telephoes, 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.