



S&M-CM/165/RCVs & TOPUPs/2012-13/ 155 Dated @ Chennai-6 the 19.03.13.

Sub: Full usage value equal to MRP on Top-ups with MRP Rs.220 & 550 - reg.
Ref: CO approval No.1018 dt 06.02.13.

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.220 & 550/- only in C-TOP-UP and Rs.220 in Paper Vouchers** for Tamilnadu LSA (incl. CHTD) in 2G & 3G prepaid Mobile services for 11 days **from 21.03.2013 to 31.03.2013.**

The details are given below:-

The promotional offer is	Full usage Value equal to MRP on Top-up Voucher/C TOP-UP/Flexi TOP-UP with MRP of Rs. 220 & 550.
Period of Offer	21.03.2013 to 31.03.2013
Applicable for	TOP-UPs of MRP Rs.220 & 550 in C-TOP-UP/Flexi TOP-UP & Rs.220 in Paper voucher for Tamil Nadu Circle & 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.
DGM (ITPC) HYB – For information and ensure uploading the information on the BSNL PORTAL.