

General Manager (S & M - CM)  
Sales & Marketing - Consumer Mobility  
3<sup>rd</sup> Floor, New CTS Building  
16, Greams Road, Chennai – 600 006



**भारत संचार निगम लिमिटेड**  
(भारत सरकार का उद्यम)  
**BHARAT SANCHAR NIGAM LIMITED**  
(A Government of India Enterprise)

**S&M-CM/165/RCVs & TOPUPS/2013-14/08 Dated @ Chennai-6 the 08.08.13.**

Sub: Full usage value equal to MRP on Top-up with MRP Rs.550 - reg.  
Ref: CO approval No.1198 dt 04.07.13.


Approval of the competent authority is hereby conveyed for the **full usage value equal to MRP on Top-up with MRP Rs. 550 in C-TOP-UP** for Tamilnadu LSA (incl. CHTD) in 2G & 3G prepaid Mobile services for 08 days **from 11.08.2013 to 18.08.2013.**

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. 550.</b> |
| Period of Offer          | <b>11.08.2013 to 18.08.2013</b>                                                                   |
| Applicable for           | TOP-UP of MRP Rs.550 in C-TOP-UP/Flexi TOP-UP 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,

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.  
Heads of SSAs, -- for kind information and necessary action please  
DGM In charge IN - Trichy & Bangalore - for necessary action please.  
DGM (NW-O)/DE Commercial, Coimbatore/ - For information & 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.