



S&M-CM/165/RCVs & TOPUPs/2013-14/59

Dated @ Chennai-6 the 19.03.14.

Sub: Full & 10 % Extra usage value equal to MRP on TUs with MRP Rs.200 to 990 & 1000 to 2990 - reg.
Ref: CO Lr.No. 26-07/2011-T&C-CM Circular No.87 dated 13.03.2014

Approval of the competent authority is hereby conveyed for the **full usage value equal** to MRP on TUs with **MRP Rs.200 to Rs.990 and 10% Extra usage value** on TUs with **MRP Rs.1000 to Rs.2990** on GSM Top-up Voucher/C TOP-UP/Flexi TOP-UP in Tamilnadu LSA (incl. CHTD) in 2G & 3G prepaid Mobile services for **7 days from 25.03.2014 to 31.03.2014**.

The details are given below:-

The promotional offer is	1. Full usage Value equal to MRP on Top-up Voucher/C TOP-UP/Flexi TOP-UP with MRP of Rs. 200 to Rs.990 . 2. 10% Extra usage Value on MRP of Top-up Voucher/C TOP-UP/Flexi TOP-UP with MRP of Rs. 1000 to Rs.2990 .
Period of Offer	25.03.2014 to 31.03.2014

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/DE In charge IN - Trichy - for infmn & 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)/SDE MKTG, 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.