

General Manager (S & M - CM)

Sales & Marketing - Consumer Mobility

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भारत संचार निगम लिमिटेड

(भारत सरकार का उद्यम)

BHARAT SANCHAR NIGAM LIMITED

(A Government of India Enterprise)

S&M-CM/165/RCVs & TUs/12-13/ 94

dt @ Chennai-6 the 14.09.2012.

Sub: Extension of Promotional Offer - Full talk value on TU 550 with FREE PV/PCV - reg.

Approval of the competent authority is hereby conveyed for FULL TALK VALUE equal to MRP with FREE PV/PCVs as detailed below, for the TOP UP of MRP Rs.550 only, in Tamilnadu Circle on promotional basis, is extended for 15 days with effect from **16.09.2012 to 30.09.12**.

Plan or Plan continuation Voucher will be given FREE of COST to the customers who recharge Top Up of MRP Rs. 550 during the promotional period (16.9.12 to 30.9.12) **without freebies; but with validity**. Initially, this offer will be made available to select CURRENT PLANS only as given below:-

PLAN NAME	Validity*	PV /PCV to be given FREE of COST to extend the validity alone.
Per Second Plan	180 days	PCV 34
Per Minute Plan	180 days	PCV 34
General New	180 days	PCV 34
Student Special	30 days	PV 39
AnbuJodi Special	90 days	PV 81
New Nesam Special	180 days	PCV 174

*Validity will be extended as per the existing procedure. (i.e. from the date of recharge of TU 550)

For Lifetime plans like Saral Ananth Special, 180 days of validity will be extended on recharge of TU 550 by default-since the amount exceeds MRP Rs.230.

For the remaining current plans like Jaijawan & Roamfree and for all the old plans usage of TOPUP Rs.550 will extend Full talk value equal to MRP during the promotional period. (16.9.12 to 30.9.12)

This is for the information of all concerned please.

(S. BAMA)

AGM (Marketing-CM)

044-28290825, 9444979827

To

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

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” .