

O/o General Manager (S & M - CM)  
Sales & Marketing - Consumer Mobility  
3<sup>rd</sup> Floor, New Admin Building  
16, Greams Road, Chennai – 600 006  
Phone: 044-28297878, FAX: 044-28297979



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

**S&M-CM/165/RCVs & TOPUPs/2013-14/74**

**dated 21/07/2014**

Sub: Full usage value equal to MRP on Top-ups with MRP Rs.100 to 190 - reg.  
Ref: CO ECT Approval. No.1556/13-14 DT 02-07-14.

Approval of the competent authority is hereby conveyed for the **full usage value equal to MRP on Top-ups with MRP Rs.100 to Rs.190 on Top-up Voucher/C TOP-UP/Flexi TOP-UP in Tamil Nadu LSA under GSM prepaid Mobile services for 05 days from 22.07.2014 to 26.07.2014.**

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. 100 to Rs.190.</b>
Period of Offer	<b>22.07.2014 to 26.07.2014.</b>

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.

*sp/ho*  
AGM (Marketing I-CM)  
O/o GM(S&M-CM)  
044-28290825, 94449 79827

To

GM (NW-O CM), Trichy -1/ Coimbatore – For information & necessary action please.  
GM(S&M-CM), Chennai Telephones, Chennai for information please  
GM (F) / Sr. GM (TR) TN Circle, Chennai for information please  
DGM 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.