



S&M-CM/165/RCVS & TOPUPS/2011-12 /73 Dated @ Chennai-6 the 18.05.12.

Sub: Full Talk value Offer for the Top-ups from 19-05-2012 to 25-05-2012 –reg.
Ref: CO sanction no: 740 dated 25.4.2012

With reference to the CO order under ref., approval of the competent authority is hereby conveyed for the **full talk value offer** for Top-ups with **MRP Rs.200/- to Rs.1100/-** in C-TOP-UP and in Paper vouchers (except paper voucher Rs 220/-) in 2G & 3G prepaid Mobile services in **TN LSA including CHTD for 7 (Seven) days from 19.05.2012 to 25.05.2012**

The details are given below:-

The promotional offer is	Full Talk Value equal to MRP**
Period of Offer	19.05.2012 to 25.05.2012
Applicable for	All TOP-UPS* in Paper Vouchers of Value of Rs.200/- and above except paper voucher with MRP Rs 220/- -New set of TUs from MRP Rs.200 to Rs.1100 in C-TOP-UP
Other conditions	This offer is applicable for both Tamilnadu Circle and Chennai TD.

* *All the existing unsold paper RCVs are converted into TUs (as per the rationalization of tariff) and Full Talk time offer is available for these paper TUs of MRP Rs. 200/- and above also.

** Due to technical reasons in IN, for some denominations of TUs, full talk value will be 1 paisa less than MRP. (list is enclosed).

This is for kind information and necessary action please.

(S.BAMA)
AGM (Marketing-CM)

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.

MRP	Talkvalue	OfferTalkvalue
200	178.00	199.99
210	186.90	210
220	195.80	220
230	204.70	229.99
240	213.60	240
250	222.50	249.99
260	231.40	259.99
270	240.30	270
280	249.20	279.99
290	258.10	290
300	267.00	300
310	275.90	309.99
320	284.80	320
330	293.70	329.99
340	302.60	339.99
350	311.50	350
360	320.40	359.99
370	329.30	370
380	338.20	379.99
390	347.10	389.99
400	356.00	400
410	364.90	409.99
420	373.80	420
430	382.70	430

440	391.60	439.99
450	400.50	450
460	409.40	459.99
470	418.30	469.99
480	427.20	480
490	436.10	489.99
500	445.00	500
510	453.90	510
520	462.80	519.99
530	471.70	530
540	480.60	539.99
550	489.50	549.99
560	498.40	560
570	507.30	569.99
580	516.20	580
590	525.10	589.99
600	534.00	599.99
610	542.90	610
620	551.80	619.99
630	560.70	630
640	569.60	640
650	578.50	649.99
660	587.40	660
670	596.30	669.99
680	605.20	679.99
690	614.10	690
700	623.00	699.99

710	631.90	710
720	640.80	720
730	649.70	729.99
740	658.60	740
750	667.50	749.99
760	676.40	760
770	685.30	770
780	694.20	779.99
790	703.10	790
800	712.00	799.99
810	720.90	809.99
820	729.80	820
830	738.70	829.99
840	747.60	840
850	756.50	850
860	765.40	859.99
870	774.30	870
880	783.20	879.99
890	792.10	889.99
900	801.00	900
910	809.90	909.99
920	818.80	920
930	827.70	930
940	836.60	939.99
950	845.50	950
960	854.40	959.99
970	863.30	970

980	872.20	980
990	881.10	989.99
1000	890.00	1000
1010	898.90	1009.99
1020	907.80	1019.99
1030	916.70	1030
1040	925.60	1039.99
1050	934.50	1050
1060	943.40	1060
1070	952.30	1069.99
1080	961.20	1080
1090	970.10	1089.99
1100	979.00	1100