



S&M-CM/165/RCVS & TOPUPS/2011-12 /63 Dated @ Chennai 6 the 29-02-12.

Sub: Full Talk value Offer for the Top-ups on the occasion of Holi –reg.

Ref: (1). CO Ltr no. 26-18/20101-T&C-CM no.113/11-12dt 28-02-12.

(2). S&M-CM/165/RCVS & TOPUPS/2011-12 /61 Dated @ Chennai 6 the 25-02-12.

In continuation to this office letter under ref(2) and W.r.to the CO order under ref (1), approval of the competent authority is hereby conveyed for the **full talk value offer** for all Top-ups with MRP Rs.100/- to Rs.999 in C-TOP-UP and in Paper vouchers in 2G & 3G prepaid Mobile services in **TN LSA (incl. CHTD) for six days from 05-03-12 to 10-03-12.**

The details are given below:-

The festival offer is	1. Full Talk Value on Top Ups of MRP from Rs.100 to Rs.999 ** 2. 10% extra Talk value on Top Ups of MRP of Rs1000 and above **
Period of Offer	05-03-12 to 10-03-12
Applicable for	-All TOP-UPS in C-Topup and Paper Vouchers *also . - 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. 100/- 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 enclosed)

The full talk value offer on TUs 220 & 330 vide this office letter under ref (2), will continue to exist upto 15.03.12.

This is for kind information and necessary action please.

(K.R. Aravindavalli)
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(Rs)	OFFER TALKVALUE(Rs)
100	90.66	99.99
110	99.73	110
120	108.79	119.99
130	117.86	129.99
140	126.93	140
150	135.99	149.99
160	145.06	160
170	154.13	170
180	163.19	179.99
190	172.26	190
200	181.32	199.99
210	190.39	210
220	199.46	220
230	208.52	229.99
240	217.59	240
250	226.65	249.99
260	235.72	259.99
270	244.79	270
280	253.85	279.99
290	262.92	290
300	271.99	300
310	281.05	309.99
320	290.12	320
330	299.18	329.99
340	308.25	339.99
350	317.32	350
360	326.38	359.99
370	335.45	370
380	344.51	379.99
390	353.58	389.99
400	362.65	400
410	371.71	409.99
420	380.78	420
430	389.85	430
440	398.91	439.99
450	407.98	450
460	417.04	459.99
470	426.11	469.99
480	435.18	480
490	444.24	489.99
500	453.31	500

510	462.38	510
520	471.44	519.99
530	480.51	530
540	489.57	539.99
550	498.64	549.99
560	507.71	560
570	516.77	569.99
580	525.84	580
590	534.9	589.99
600	543.97	599.99
610	553.04	610
620	562.1	619.99
630	571.17	630
640	580.24	640
650	589.3	649.99
660	598.37	660
670	607.43	669.99
680	616.5	679.99
690	625.57	690
700	634.63	699.99
710	643.7	710
720	652.77	720
730	661.83	729.99
740	670.9	740
750	679.96	749.99
760	689.03	760
770	698.1	770
780	707.16	779.99
790	716.23	790
800	725.29	799.99
810	734.36	809.99
820	743.43	820
830	752.49	829.99
840	761.56	840
850	770.63	850
860	779.69	859.99
870	788.76	870
880	797.82	879.99
890	806.89	889.99
900	815.96	900
910	825.02	909.99
920	834.09	920
930	843.16	930
940	852.22	939.99
950	861.29	950
960	870.35	959.99

970	879.42	970
980	888.49	980
990	897.55	989.99
1000	906.62	1100
1010	915.68	1110.99
1020	924.75	1121.99
1030	933.82	1133
1040	942.88	1143.99
1050	951.95	1155
1060	961.02	1166
1070	970.08	1176.99
1080	979.15	1188
1090	988.21	1198.99
1100	1050	1210
3300	3500	3630
5500	6000	6050