

General Manager (S & M - CM)  
Sales & Marketing - Consumer Mobility  
3<sup>rd</sup> Floor, New CTS Building  
16, Greams Road, Chennai – 600 006



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

**S&M-CM/165/RCVS & TOPUPS/2011-12 /65 Dated @ Chennai-6 the 12-03-12.**

Sub: Full Talk value Offer for the Top-ups up to 18.3.12 –reg.  
Ref: CO sanction no: 675 dt 06.03.12.

W.r.t the CO order under ref., approval of the competent authority is hereby conveyed for the **full talk value offer** for all Top-ups with MRP Rs.50/- to Rs.1100/- in C-TOP-UP and in Paper vouchers in 2G & 3G prepaid Mobile services in **TN LSA (including Chennai Telecom District) for five days from 14-03-12 to 18-03-12.**

The details are given below:-

The festival offer is	<b>Full Talk Value equal to MRP**</b>
Period of Offer	<b>14-03-12 to 18-03-12</b>
Applicable for	-All TOP-UPs* in Paper Vouchers of Value of <b>Rs.50/- and above.</b> -New set of TUs from <b>MRP Rs.50 to Rs.1100 in C-TOP-UP</b>
Other conditions	This offer is applicable for both <b>Tamilnadu Circle and Chennai TD.</b>

\*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. 50/- 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.

(Anandhi Sankararaman)  
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
50	43.33	50
55	49.86	54.99
60	54.40	60
70	63.46	69.99
80	72.53	80
90	81.60	90
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	1000
1010	915.68	1009.99
1020	924.75	1019.99
1030	933.82	1030
1040	942.88	1039.99
1050	951.95	1050
1060	961.02	1060
1070	970.08	1069.99
1080	979.15	1080
1090	988.21	1089.99
<b>1100</b>	<b>1050</b>	<b>1100</b>