

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/162/New Plans and Promotions/12-13/46

dt @ Chennai-6 the 16.02.2013.

Sub : Full talk value on TU 150 (1st recharge) in prepaid mobile services - **reg.**

Ref : C.O. approval no: 1029 dt 13.02.2013.

Approval of the Competent Authority is hereby conveyed for implementation of **Full talk value** equal to MRP for **flexi TOP UP of MRP Rs.150 only bundled with Plan Voucher at CSCs only** on promotional basis in TN LSA (incl. CHTD) with effect from **18.02.2013 to 31.03.2013**. The details are given below.

If the customer chooses this TU 150 as first recharge while activating the plan itself (current plans), customer will get full talk value in addition to the freebies eligible for the respective Plan Voucher.

Provision is made available in Sanchar soft for the CSC staff to select “with 150 TOP UP bundle” for the plan creation and there is no change in the existing procedure of SIM/Plan activation.

This full talk value for TU 150 offer is available only at the time of activation and any subsequent recharge will give only the eligible amount. However, any customer can choose to activate his plan without opting for this offer also and provision is available in SS as “without 150 TOPUP Bundle”.

Hence, CSC staff hereby instructed to explain the offer to the customer while activating the plan itself and prompt them to avail this full talk time offer in order to generate more revenue.

Suitable steps may be taken to popularize this offer to boost the sales of SIM/TU to meet the circle target.

(S. BAMA)

AGM (Marketing-CM)

044-28290825, 9444979827

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.

DGM (ITPC) HYB – For information and ensure uploading the information on the BSNL PORTAL.