



S&M-CM/165/RCVS & TOPUPS/2011-12 /61 Dated @ Chennai-6 the 25.02.2012.

Sub: Full Talk value Offer for the Top-ups from 27.2.12 to 15.3.12 –reg.
Ref: CO sanction no: 661 dt 21.02.12.

W.r.t the CO sanction under ref., approval of the competent authority is hereby conveyed for the **full talk value offer** for two distinct Top-ups of MRP Rs.220/- & Rs.330/- in C-TOP-UP and in Paper vouchers in 2G & 3G prepaid Mobile services in **TN LSA (including Chennai Telecom District) from 27-02-12 to 15-03-12.**The details are given below:-


The festival offer is	Full Talk Value equal to MRP**
Period of Offer	27-02-12 to 15-03-12
Applicable for	- TWO TOP-UPS* in Paper Vouchers of Value of Rs.220/- and Rs.330/- only. -New set of TUs of MRP Rs.220 & Rs.330 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. 220/- and Rs.330/-only.

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

MRP	Talk value	Offer Talk value
220	199.46	220
330	299.18	329.99

This is for kind information and necessary action please.


(A.R. Paulraj)
DGM(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.