

General Manager (S & M - CM)  
Sales & Marketing - Consumer Mobility  
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16, Greams Road, Chennai – 600 006  
Phone: 044-28297878, FAX: 044-28297979



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

**S&M-CM/165/RCVs & TOPUPs/2013-14/63 Dated @ Chennai-6 the 09/04/2014**

Sub: Full usage value equal to MRP on Top-ups with MRP Rs.100 to 190 - reg.  
Ref: CO Lr.No. 26-04/2012-T&C-CM Circular No.82/13-14 DT 18-02-14.

Approval of the competent authority is hereby conveyed for the **full usage value equal to MRP on Top-ups with MRP Rs.100 to Rs.190 on Top-up Voucher/C TOP-UP/Flexi TOP-UP in Tamil Nadu LSA in 2G & 3G prepaid Mobile services for 15 days from 10.04.2014 to 24.04.2014.**

The offer details are given below:-

The promotional offer is	<b>Full usage Value equal to MRP on Top-up Voucher/C TOP-UP/Flexi TOP-UP with MRP of Rs. 100 to Rs.190.</b>
Period of Offer	<b>10.04.2014 to 24.04.2014.</b>

Note: Wherever, the usage value offered with top-up voucher is more than the MRP, the higher usage value already offered will prevail.

This is for kind information and necessary action please.

  
(S.BAMA)  
AGM (Marketing-CM)  
044-28290825

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 - for infmn & 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)/SDE MKTG, 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.