



S&M-CM/165/RCVS & TOPUPS/2011-12 /66 Dated @ Chennai-6 the 17-03-12.

Sub: Full Talk value Offer for the Top-ups up to 25.3.12 –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 seven days from 19-03-12 to 25-03-12.**

The details are given below:-

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|-----------------------|---|
| The festival offer is | Full Talk Value equal to MRP** |
| Period of Offer | 19-03-12 to 25-03-12 |
| Applicable for | -All TOP-UPS* in Paper Vouchers of Value of Rs.50/- and above. -New set of TUs from MRP Rs.50 to Rs.1100 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. 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.

(K.R. Aravindhavalli)
AGM(Marketing-CM)

To

GM (NW-O CM), Trichy -1/ Coimbatore – For information & necessary action please.

GM(S&M-CM), Chennai Telephoes, 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 |

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|-------------|-------------|-------------|
| 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 |
| 1100 | 1050 | 1100 |