



**S&M-CM/165/RCVS & TOPUPS/2012-13 /158 Dated @ Chennai 6 the 23-03-13.**

Sub: Full Talk value Offer for the Top-ups on the occasion of Holi –reg.  
Ref: CO Ltr no. 26-18/2010-T&C-CM no.128/12-13 dt 22-03-13.

Approval of the competent authority is hereby conveyed for the **full talk value equal to MRP offer** for all Top-ups with MRP Rs.100/- to Rs.990 and 10% extra talk value on MRP for all TUs with MRP Rs.1000 and above, in C-TOP-UP and in Paper vouchers in 2G & 3G prepaid Mobile services in **TN Circle for seven days from 25-03-13 to 31-03-13.**

The details are given below:-

The festival offer is	<b>1. Full Talk Value equal to MRP on Top-up Voucher/C TOP-UP/Flexi Top-up with MRP from Rs.100 to Rs.990</b> <b>2. 10% extra Talk value on Top Ups of MRP of Rs1000 and above</b> <b>(List enclosed in the Annexure)</b>
Period of Offer	<b>25-03-13 to 31-03-13</b>
Applicable for	All TOP-UPS in <b>C-Topup and Paper Vouchers</b> also.

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.

*Anandhi Sankararaman*

(Anandhi Sankararaman)  
AGM (Marketing II-CM)  
044-28290825, 948610540

To

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

GM (F) / Sr. GM (TR) TN Circle, Chennai for information please.

DGM In charge IN - Trichy - 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 (ITPC) HYB – For information and ensure uploading the information on the BSNL PORTAL.

**ANNEXURE**

<b>MRP of TU</b>	<b>Existing talk value</b>	<b>10% Offer Talk Value</b>
1000	887	<b>1100</b>
1010	895.9	<b>1111</b>
1020	904.8	<b>1122</b>
1030	913.7	<b>1133</b>
1040	922.6	<b>1144</b>
1050	931.5	<b>1155</b>
1060	940.4	<b>1166</b>
1070	949.3	<b>1177</b>
1080	958.2	<b>1188</b>
1090	967.1	<b>1199</b>
1100	976	<b>1210</b>
3300	3500	<b>3630</b>
5500	6000	<b>6050</b>