

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 & Promotions/12-13/42

dt @ Chennai-6 the 29-11-2012.

Sub: ISD barring on prepaid numbers - reg.

Ref: BSNL C.O. Ir No. MOB-1/Fraud/2011/35 dt 28.9.2012.

Lr. No. Sr.GM (NOW-CM)/CBT/TRAI/12-13/7 dt 23.11.2012.

As per the instructions of BSNL C.O. on the above subject, SMS has been sent to all existing prepaid customers of TN Circle by the operations wing, to send their explicit consent by sending SMS “ACT ISD” to 53733. ISD facility will be barred w.e.f 01-12-2012 to all those who have not sent their consent thr’ SMS.

Further, it has been decided by the competent authority to bar ISD facility to all prepaid numbers of TN Circle created from 01-12-2012 and this facility will be extended to only those who send their consent by sending SMS “ACT ISD” to 53733. If any prepaid customer having ISD facility wants the facility to be barred, he has to send SMS “DEACT ISD” to 53733.

Hence, it is requested to take necessary action to give wide publicity regarding sending of SMS for activation and de-activation of ISD facility by customers to 53733 by all the field units including CSCs and Channel Partners. The above message may also be posted prominently in our Circle Intranet.

This is for the information of all concerned please.

(S. BAMA)

AGM (Marketing I-CM)

044-28290825, 9444979827.

To

GM (NW-O CM), Trichy -1/Coimbatore – For kind information please

GM(S&M-CM), Chennai Telephones, Chennai – For information please.

Sr.GM TR/GM Finance Chennai for kind information please

DGM/DE IN Incharges - Trichy - for necessary action please

DGM (NWO)/DE Commercial, o/o GM (NW-O), Coimbatore - for information & necessary action pl.

All Heads of SSAs, Tamilnadu Circle -- 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.

DGM(S&M-CM)/AGM (Mktg-CM), Chennai Telephones, Chennai – for infmn & necessary action pl.