

General Manager (S & M - CM)

Sales & Marketing - Consumer Mobility

3rd Floor, New CTS Building

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/164/Booster Cards-STVs/12-13/95

dt @ Chennai-6 the 05.09.13.

Sub: Introduction of new STV of MRP Rs.122 in prepaid mobile services – reg.

Ref: C.O. Ir No. 26-03/2012 T&C-CM circular No. 35 dt 03.09.2013

Approval of the competent authority is hereby conveyed for the introduction of a new STV of MRP Rs.122 under 2G & 3G prepaid mobile services in Tamil Nadu LSA (incl. CHTD) **with effect from 10.09.2013.**

The details are given below:-

MRP of STV in Rs.(incl. of S.Tax)	STV Feature	Validity
122	Local Voice Calls Any Network @ 1.2p/2Sec	90 days

The SMS Keyword for activating the STV through SMS to 53733 is given below.

SMS keyword to be sent to 53733	Amount to be deducted by IN in Rs.
VOICE122	108.58

- The above STV is placed in Group I and is applicable as long as the customer is in Home LSA only and while in roaming necessary charges as per the plan will be charged.
- The above STV is available for current plans, Saral Anant and New Nesam special plans only.
- **Existing STV of MRP Rs.132 with the same feature is withdrawn wef 10/09/2013.**
- All other terms and conditions will remain same.

Sf3h0s
(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 information & 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.