

O/o General Manager (S & M - CM)

Sales & Marketing - Consumer Mobility

3rd Floor, New Admin 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/STV-BOOSTER CARDS/14-15/6

dt 22.07.2013.

Sub: Launch of Special Tariff Voucher (STV) 786 during Ramzan festival under prepaid mobile services - reg.

Ref: C.O. ND .Lr. No.26-07/2011-T&C-CM DT 21-07-2014.

Approval of the competent authority is hereby conveyed for the launch of STV 786 under prepaid mobile services in Tamil Nadu LSA (including Chennai Telecom District) through **SMS & C Top up** for 90 days **with effect from 24.07.2014 to 21.10.2014**. The details are given below:-

MRP of STV in Rs. (incl. of S.Tax)	Promotional Offer
786	Full Talk value equal to MRP i.e. Rs.786 &Free Local/National SMS –Any Network-786 Nos. with 30 days validity.
Applicable to	All Prepaid Plans
SMS keyword to be sent to 53733	STV786
Amount to be deducted	Rs.699.54

This is for the information of all concerned please. All other terms and conditions will remain same

AGM (Marketing I-CM)

O/o GM (S&M-CM)

044-28290825. 9444979827

To

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

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

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

DGM /DE In charge IN – Trichy - for necessary action please.

DGM (N/W-O-CM)/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 (MKTG-CM), Chennai Telephones, Chennai – for information & necessary action please.