

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/170/Tariff/13-14/117

dt @ Chennai-6 the 01.02.14.

Sub: Promotional offer to MNP Port-in Customers under prepaid mobile services – reg.

Ref: Commercial/Operations proposal dt 30/01/14.

Approval of the competent authority is hereby conveyed for the implementation of the commercial/Operations proposal on MNP customers in TamilNadu Circle for a period of 26 days wef 03/02/2014 to 28/02/2014 as a promotional offer.

Proposal :- During the offer period, all MNP Port-In Customers who got activated under prepaid mobile services will be offered Voice STV Rs.44/- (Local Calls to any Network @ 1.2p/2sec) FREE of cost with restricted validity of 15 days.

This Voice STV feature will be enabled by IN at the time creation of MNP Port-in customers.

Suitable promotions like Melas may be conducted to rope in more number of Port-in Customers under MNP in order to increase the customer base as well as market share.



(S. BAMA)

AGM (Marketing-CM)

044-28290825, 9444979827.

To

GM (NW-O CM), Trichy -1/Coimbatore – 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.