

General Manager (S & M - CM)

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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/prepaid/12-13/19 dt @ Chennai-6 the 17/07/2012

Sub: Withdrawal of 2Gprepaid promotional plan “NESAM SPECIAL” in TN LSA –reg.

Ref: 1. S&M-CM/162/New plans & promotions/12-13/05dt @ Chennai-6 the 17.04.2012.
2. S&M-CM/162/New Plans & Promotions/12-13/13 dt @ Chennai-6 the 19.05.2012.

Vide letter under ref (1), The “NESAM SPECIAL” 2G prepaid plan was launched in Tamilnadu LSA (including Chennai Telecom District) as “Promotional Offer” from 19.04.2012 for 90 days up to 17-07-2012.

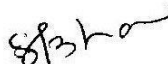
Vide letter under ref (2), Plan Continuation Voucher Rs.87 & Rs.174 in C- TOP UP was launched for the customers of NESAM SPECIAL plan to extend their plan validity with effect from 21-05-2012 to 17.07.2012 in TN Circle (including Chennai Telecom District).

Approval of the competent authority is hereby conveyed for the

- (i) Withdrawal of the “NESAM SPECIAL” prepaid plan in TN LSA (incl. CHTD) with effect from 23.59 HRS of 17.07.2012.
- (ii) Withdrawal of Plan Continuation Vouchers Rs.87 & Rs.174 in TN LSA (in C- TOP-UP) with effect from 23.59 HRS of 17.07.2012.

NOTE: NESAM SPECIAL prepaid plan **on Permanent basis with revised tariff in F&F**, is to be launched in TN LSA (incl. CHTD) on **21.07.2012**. NEW/MNP/Migration customers to this NESAM SPECIAL plan may be advised accordingly.

This is for the information of all concerned please.


(S. BAMA)

AGM Mktg (S&M-CM)
044-28290825, 9444979827.

To

GM (NW-O CM), Trichy -1/ Coimbatore – For information 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 Incharge - Trichy & Bangalore - for information & necessary action please.
DGM (N/W Ops-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.