

## 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 & promotional offers/prepaid/11-12/87 dt @ Chennai-6 the 14/12/2011

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

Ref: 1. S&M-CM/162/New plans & promotional offers/2G prepaid/11-12/56 Dated 12-09-2011.  
2. S&M-CM/162/New Plans and Promotions/11-12/57 dt @ Chennai-6 the 12.09.2011.

Vide letter under ref (1), The “NESAM” 2G prepaid plan was re-launched in Tamilnadu LSA (including Chennai Telecom District) as “Promotional Offer” on 16.09.2011 for 90 days up to 14-12-2011.

Vide letter under ref (2),

Plan Activation Voucher 198 in C- TOP UP was re-launched for the customers of various plans to change to NESAM plan with effect from 16-09-2011 to 14.12.2011 in TN Circle (excluding Chennai Telecom District).

Approval of the competent authority is hereby conveyed for the

- (i) Withdrawal of the “NESAM” prepaid plan in TN LSA (incl. CHTD) with effect from 23.59 HRS of 14.12.2011.
- (ii) Withdrawal of Plan Activation Voucher 198 in C- TOP-UP with effect from 23.59 HRS of 14.12.2011.

This is for the information of all concerned please.

**(C. Selvaraj)**

AGM(Marketing-CM)

044-28290825, 9443100877

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.  
DGM-B&IT, Trichy - 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.