

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 & promotions/11-12/86

dt @ Chennai-6 the 08-12-2011.

Sub: Introduction of NESAM SUPER (FRC801) prepaid plan in 2G/3G for TN LSA - reg.

Ref : C.O. approval no:586 dt 1.12.2011.

Approval of the competent authority is hereby conveyed for the implementation of **NESAM SUPER (FRC801) prepaid plan in 2G/3G for TN LSA (incl. CHTD)** as a promotional offer for 90 days with effect **from 09-12-2011 to 07-03-2012**. The tariff details are given below.

SINo.	ITEM	DETAILS
1	Basic SIM	Rs.20/- or Rs.59/- as per customer choice at CSCs. Rs.20/- at Franchisee's network.
2	MRP of the FRC	Rs.801/- bundled with SIM cost at CSCs. Rs.801/- thru C-TOP UP at Franchisee's network.
2a	Initial Free talk value	Customer will get 100% Talk value equal to the First Recharge done i.e. Rs.800 as free and no activation charges levied. The free talk value will be used for voice call alone and is to be utilized within 6 months from the date of activation. The balance amount, if any, will be nullified after 6 months.
3	Validity	Life time (Minimum topup Rs.200/- every 6 months). Topup of Rs. 10/- & above also extends validity proportionately as is permitted in other plans
3a	Initial Plan validity Grace Period	180 days GP1-15days. GP2-Not Available
3b	Tariff validity	One year. After one year, the customer will be placed in the Life time base plan (i.e. SaralAnanth Special)
4	Call charges	
4a	Local/STD/Roaming	1ps/sec to BSNL; 1.2ps/sec to other networks
4b	ISD	As per 2G Special Plan
4c	Incoming while on roaming	As per "PER SECOND PLAN"
5	SMS Chrages	
5a	Free SMS	200 local SMS per month*for first six months
5b	Charges beyond free limit	Local/National=Re.1, ISD=Rs.5/-
6	Friends & Family Charges	
6a	F&F Numbers	Any 5 numbers of any Network (within TN LSA)**
6b	F&F charges (On-net)	20p/min
6c	F&F charges (Off-net)	40p/min
6d	Change of F&F Nos.	Rs.5/- per change per number***
7	Reduced tariff during night time i.e.11.00 PM to 06.00 AM.	20 Ps/Min for BSNL Network Nos and 40 Ps/Min for Other Network Nos
7	All other charges	As per 2G Special prepaid plan
8	STV applicability	All STVs are allowed except STV 49 & STV 62
9	Data RCV applicability	All 2G/3G data RCVs are applicable
10	Franchisee Commission	Rs.180/-
11	Plan Migration	Not allowed at present

*Any un-utilized SMS in the FREE 200 SMS given on monthly basis will be nullified in the subsequent basis.

Contd...

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- The commission to other channel partners will be as per the existing percentages.
 - This plan is available for MNP port-in customers also.
 - Customers should be suitably advised to topup, in order to make Video call/National SMS during initial validity period, since the Free talk value is for Voice calls only and FREE SMS is for Local SMS only.
- **The customer has to register all the 5 F & F numbers by sending SMS to 53733 as

FFE<space><1st number><space>< 2ndnumber><space><3rdnumber><space><4th number><space><5th number>
and

*** For change of FFE numbers, SMS to 53733 as FFM <space><old number ><space>< New number>

- FFE number can be Landline/ Fixed WLL/WLL with limited mobility / RUIM /GSM Mobile, **all within TamilNadu LSA (incl CHTD) of any Operator.** Except for the mobile numbers, for Landline/ Fixed WLL/ WLL with limited mobility, the STD code of the station may be prefixed pl.
- Since the customer will be placed in SA Special plan after one year, the existing 5 F&F nos will be nullified and F&F nos. as applicable to Saral Ananth Special plan are to be re-registered. Charges will be as per SaralAnanth Special plan.

This is for the information of all concerned and suitable steps may be taken to popularize the scheme pl.

(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.