

General Manager (S & M - CM)

Sales & Marketing - Consumer Mobility
3rd Floor, New CTS 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/11-12/81

dt @ Chennai-6 the 23.12.2011.

Sub: Activation of new Voice STV/Boosters through C-TOP-UP in 2G/3G prepaid services - reg.
Ref: C.O. approval no: 581 dt 24.11.2011.

Approval of the competent authority is hereby conveyed for the introduction of Two new Voice STVs/Boosters of MRP 152 & 611 through C-TOP-UP in **2G/3G Prepaid** mobile services in Tamilnadu LSA (including Chennai Telecom District) **with effect from 24.12.2011.**

The details are given below:-

Name of the STV/Booster*	MRP of STV (incl. Of S.Tax)	Validity in Days
Local & STD Voice Calls On-net 10p/Min & Off-net 30p/Min	152	30
Local calls to any Network @ 30p/Min	611	365

*within Home LSA

These STVs/Boosters are made available to all 2G/3G prepaid customers under **Group I in Multiple Boosters.** Suitable steps may kindly be taken to popularize the longer validity Boosters STV 611 which is for the benefit of repeat customers who use STV 61 regularly.

(K.R. Aravindavalli)

AGM(Marketing-CM)

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/Bangalore** - 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) & AGM (MKTG II)- 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.