

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/164/STV-BOOSTER CARDS/11-12/30 dt @ Chennai-6 the 23.07.2011.

Sub: Activation of new Voice STV/Boosters through C-TOP-UP in 2G/3G prepaid services - reg.

Ref: (1) C.O. Sanction mail dt 13.06.2011.

(2) S&M-CM/3G data card/10-11/43 dt @ Chennai 6 the 14.10.2010.

Approval of the competent authority is hereby conveyed for the introduction of

i) Three new Voice STVs/Boosters MRP 290,990 & 699 through C-TOP-UP in **2G/3G Prepaid** mobile services.

ii) Extending STV 57 through C-TOPUP to 2G prepaid mobile services.

in Tamilnadu LSA (including Chennai Telecom District) **with effect from 25.07.2011.**


The details are given below:-

Sl.No	Name of the STV/Booster	Details of the STV/Booster	MRP in Rs.(incl. S.Tax)	Validity
1.	STV 290	Local Calls Charges: i) To Mobile BSNL N/w @ Rs.0.10/min, ii) To Landline/WLL BSNL N/W @ Rs.0.49/min, iii) To other N/W (LL/WLL/Mobile) @ Rs.0.49/min	290	90 days
2.	STV 990	Local Calls Charges: i) To Mobile BSNL N/w @ Rs.0.10/min, ii) To Landline/WLL BSNL N/W @ Rs.0.49/min, iii) To other N/W (LL/WLL/Mobile) @ Rs.0.49/min	990	365 days
3.	STV699	Local Calls On-net Unlimited, Off-net Local Calls 1500 minutes FREE	699	30 days
4.	STV 57	125 Minutes FREE Local Video Call	57	30 days

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 290 & STV 990, which is for the benefit of repeat customers who use STV 99 regularly.

In Tamilnadu circle, since the 3G facilities like video Calls are given by default to all the 2G prepaid mobile customers vide letter under ref(2), the STV/Booster of MRP 57 is also extended to 2G prepaid mobile customers.


(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.