

# General Manager (S & M - CM)

Sales & Marketing - Consumer Mobility

3<sup>rd</sup> 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/170/ tariff/2012-13/19

dt @ Chennai-6, the 29.05.12

Sub: Activation of Plan Vouchers for extending validity or migration through SMS in Prepaid – reg.

Ref: Proposal from filed units/Sales Partners.

Approval of competent authority is hereby conveyed for the implementation of the activation of Plan Vouchers/Plan Continuation Vouchers for the purpose of extending plan validity or migration to other current plans through SMS in TN LSA (incl. CHTD ) **with effect from 31-05-2012.**

The details like SMS keyword to be sent to 53733 & the amount to be deducted by IN are given below.

Plan continuation thru' SMS

Sl. No	Plan Name	MRP of Plan Voucher/Plan Continuation Voucher in Rs.	Validity in days	SMS key word to be sent to 53733	Amt to be deducted in IN in Rs.
1	<b>Per Second</b>	34	180	<b>CONTINUE</b>	30.26
2	<b>Per Minute</b>	34	180	<b>CONTINUE</b>	30.26
3	<b>New General</b>	34	180	<b>CONTINUE</b>	30.26
4	<b>Student Special</b>	39	30	<b>CONTINUE</b>	34.71
5	<b>Anbujodi</b>	81	90	<b>CONTINUE</b>	72.09
6	<b>Nesam Special</b>	29	30	<b>NESAMSPL30</b>	25.81
7	<b>Nesam Special</b>	87	90	<b>NESAMSPL90</b>	77.43
8	<b>Nesam Special</b>	174	180	<b>NESAMSPL180</b>	154.86
9	<b>Roam Free</b>	153	90	<b>CONTINUE</b>	136.17

Plan migration thru' SMS

Sl.no	Plan Name	MRP of Plan Voucher in Rs.	Validity in days	SMS key word to be sent to 53733	Amt to be deducted in IN in Rs.
1	<b>Per Second</b>	42	180	<b>MSEC</b>	37.38
2	<b>Per Minute</b>	37	180	<b>MMINUTE</b>	32.93
3	<b>New General</b>	183	180	<b>MGEN</b>	162.87
4	<b>Student Special</b>	39	30	<b>MSTUDENT</b>	34.71
5	<b>Anbujodi</b>	81	90	<b>MANBU</b>	72.09
6	<b>Nesam Special</b>	29	30	<b>MNESAMSPL</b>	25.81
7	<b>Roam Free</b>	153	90	<b>MROAM</b>	136.17

Contd...

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- Plan continuation voucher Rs.87 & 174 is meant for Nesam Special customers only.
- Customers may be advised suitably, to keep sufficient balance in their account before opting for SMS Activation of Plan Vouchers/Plan Continuation Vouchers.
- **The existing facility of Plan Extension/Migration through C-TOP UP continues to exist.**
- **This SMS activation facility is in addition to the existing C-TOP UP facility.**

This is for the information of all concerned please.

(S. BAMA)

AGM(Marketing-CM)

044-28290825, 944979827

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/DE Billing&IT – Trichy – 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.