



S&M-CM/163/New Plans & Promotions 2G&3G/11-12/17 Dated @ Chennai -6 the 03-08-2011.

Sub: SMS based change of GSM voice plans under 2G & 3G Postpaid services - reg.
Ref: C.O. Lr No.MOB-18/Tariff-2011/8 dtd 20.6.11.

Approval of competent authority is hereby conveyed for the introduction of SMS based change of GSM voice plans under 2G & 3G Postpaid services **in Tamilnadu LSA (including CHTD) with effect from 01.08.2011** and this is an additional facility to the existing procedure of submitting a written request at CSCs for any change of plan. The details are given below:-

i) Plans eligible to change through SMS:-

(1) Plan99, (2) Plan175, (3) Plan225, (4) Plan 325, (5) Plan525, (6) Plan725, (7) Plan1500.

ii) Procedure to change the Plan through SMS:-

The customer has to originate SMS from the mobile to which the plan change is required.
SMS to be given to 53733 as below:

(1) To change the Plan: CHG<space><Old Plan name><space><New Plan name>

For example, CHG PLAN325 PLAN525 (For changing from Plan325 to Plan525). If the request is in order, a reply message will be sent to the customer as follows:

“Your request for change of PLAN from PLANXXX to PLANXXX is received. For confirmation pl send SMS PLANXXXY to 53733-BSNL MOBILE.”

After getting the above reply SMS, the confirmation SMS is to be given to 53733 by the customer as described above.

(2) If the request is not in order, a reply message will be sent to the customer as follows:

“Dear Customer, Your request for change of tariff plan is regretted due to Pl contact on toll free 1503 or visit CSC-BSNL.

(3) After successful Plan change, an SMS will be sent to the customer as follows:

“Dear Customer, Your tariff plan has been changed to PLANXXX. Thank You. – BSNL.

iii) Plan change processing details:

- The plan change request will be effected within 24hrs after receipt of SMS of plan change.
- The customer can opt for the SMS based plan change once in a calendar month.
- There is no charge for change of plan through SMS.

Wide publicity may be given to all concerned, to popularize this user friendly procedure to change the voice plan by the postpaid customers through SMS.

(KR. ARAVINDAVALLI)

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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 Billing & IT, CMTS – **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 pl.