

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/Booster Cards-STVs/12-13-14/ 113

dt @ Chennai-6 the 15.04.14.

Sub: Promotional Roaming STV under prepaid mobile services – reg.

Ref: C.O. Lr No. 26-4/2012-T&C-CM Circular No. 02/14-15, DT 07.04.14.

Approval of the competent authority is hereby conveyed for National Roaming STV under prepaid mobile services in Tamil Nadu LSA (inc. CHTD) on promotional basis for 90 days with **effect from 16.04.2014**. The details are given below:-

| Sl.No. | Particulars | Tariff |
|--------|-----------------------------------|----------------------|
| 1 | Cost of STV (incl. of S. Tax) | Rs.33/- |
| 2 | Validity | 7 days |
| 3 | National Roaming Voice Call Rates | |
| a) | O/G Local call | 1.5p/sec |
| b) | O/G STD call | 1.5p/sec |
| c) | Incoming calls | Free |
| 4 | SMS keyword to be sent to 53733 | Roam33 |
| 5 | Amount to be deducted by IN | Rs.29.37 |
| 6 | All other charges | As per the base plan |

- The above STV is made available only through **SMS not through C-TOPUP**
- **The existing SMS STV 33 available through C-TOPUP & SMS is hereby withdrawn with effect from 16-04-14.**
- The above national roaming STV is placed in Group I and is applicable while on National Roaming in BSNL/MTNL network.
- The above STV is applicable for all prepaid plans.

In addition to the above STV, the existing **roam STV 5** will also be made available through **SMS only and not through C-TOPUP.**

SMS Activation:

- Customer has to send SMS key word as Roam5 or Roam33 (depending upon their requirement) to 53733 for activation.
- On receiving this request, if any Group I booster already available for the customer, then the customer will be intimated with an SMS "Dear customer, **Group1STV** is already active with validity DD-MM-YY. Activating **Roam** (5or 33) will deactivate **Group1STV**.Pl confirm with **Roam5Cor Roam33C** to proceed."
- If the customer wishes to retain the already activated STV as above, customer need not send the confirmation SMS as described above.
- If no Group I booster is activated then the request will be processed as usual.
- All other terms and conditions will remain same.
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This may be brought to the notice of all concerned. Suitable steps may be taken to popularize the above STV, to generate adequate response and revenue.

S. BAMA
(S. BAMA)

AGM (Marketing I-CM)

044- 28290825,94449 79827

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To

GM (NW-O CM), Trichy -1/Coimbatore – For kind information please

GM(S&M-CM), Chennai Telephones, Chennai – For information please.

Sr.GM TR/GM Finance Chennai for kind information please

DGM/DE IN Incharges - Trichy - for necessary action please

DGM (NWO)/DE Commercial, o/o GM (NW-O), Coimbatore - for information & necessary action pl.

All Heads of SSAs, Tamilnadu Circle -- 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 (ITPC) HYB – For information and ensure uploading the information on the BSNL PORTAL.

DGM(S&M-CM)/AGM (Mktg-CM), Chennai Telephones, Chennai – for infmn & necessary action pl.