



S&M-CM/165/RCVs & TOPUPS/2013-14-15/79

Dated

11 .08.14.

Sub: Promotional offers during the festival season under mobile services - reg.

Ref: CO ND No.26-4/ 2012-T&C -CM 25/14-15

Approval of the competent authority is hereby conveyed for the following Pan India promotional offers on the occasion of Independence day/Festive season in Tamil Nadu LSA (incl. CHTD) in prepaid Mobile services for **90 days with effect from 14.08.14 to 11.11.2014.**

The details are given below:-

A. Full Talk/Extra Talk offer:

The promotional offer is	1. Full Talk Value on Top-up of Rs. 100, Rs.150 ,Rs.250 & Rs.350 2. Extra Talk Value on Top-up of Rs. 550 (Talk value Rs.575) & Top-up of Rs. 750 (Talk value Rs.790)
Period of Offer	14.08.14 to 11.11.2014.

Note: Wherever, the usage value offered with top-up voucher is more than the MRP, the higher usage value already offered will prevail.

B. Extra validity on selected Data STVs(**Period of Offer From 14.08.14 to 11.11.2014):**

Data STV in Rs.(inclusive service Tax)	Total bundled free Usage	Existing Validity (in days including the day of activation)	New Validity during promo offer period	Data charges after free usage	SMS key word to be sent to 53733
561	5GB	30	60	2p/10KB	DATA561
821	7GB	60	90	2p/10KB	DATA821
1011	10GB	30	90	2p/10KB	DATA1011
1949	20GB	60	90	2p/10KB	DATA1949

This is for kind information and necessary action please.


AGM (Marketing I-CM)
O/o GM (S&M-CM)
044-28290825, 94449 79827.

To

GM (NW-O CM), Trichy -1/ Coimbatore – For information & necessary action please.

GM(S&M-CM), Chennai Telephones, Chennai for information pl.

GM (F) / Sr. GM (TR) TN Circle, Chennai for information please.

DGM/DE In charge IN - Trichy - for infmn & necessary action please.

DGM (NW-O)/DE Commercial, Coimbatore/ - For information & necessary action please.

Heads of SSAs, -- for kind information and necessary action please.

DGM (Sales/CS) & AGM (Sales), Chennai-6 –For information and necessary action please.

DGM(S&M-CM)/AGM(S&M-CM), Chennai Telephones, Chennai – For information please.

DGM (ITPC) HYB – For information and ensure uploading the information on the BSNL PORTAL.