

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/Booster Cards-STVs/12-13/47

dt @ Chennai-6 the 10.01.13.

Sub: Introduction of new rate cutter & Volume based SMS STVs under GSM services–reg.

Ref: CO. Circular No. 26-4/2012-T&C –CM No. 98 & 101/12-13 dated 24.12.2012/4.1.13.

Approval of the competent authority is hereby conveyed for the introduction of new rate cutter/Volume based SMS STVs under 2G & 3G prepaid mobile services in Tamil Nadu LSA (incl. CHTD) **with effect from 11.01.2013**. The details are given below:-

STV feature	Validity in days	MRP in Rs. (incl. of S.Tax)	SMS keyword to be sent to 53733	Amount to be deducted by IN
Local/National On-net SMS @ 1P/SMS* &	7 days	12	SMS12	10.68
	15 days	21	SMS21	18.69
Local/National Off-net SMS @10p/SMS*	30 days	33	SMS33	29.37
	60 days	54	SMS54	48.06
a) Local/National On-net SMS: 100 SMS per day FREE*	15 days	36	SMS36	32.04
b) Local/National Off-net SMS: 12p/SMS*	30 days	56	SMS56	49.84

*The SMS tariff is applicable upto 100 SMS/day/SIM only. All the SMS beyond 100 SMS/day/SIM will be charged Rs.0.50/SMS or SMS charges as per plan whichever is higher.

- All the above SMS STVs are available for current plans and Nesam Group of plans only under Group III.
- Existing Volume based STV46 is withdrawn both thru C-TOP UP and SMS.
- Existing SMS keyword SMS14 & SMS46 are withdrawn.
- For the SMS keyword SMS21, SMS36 & SMS56, the above new rate/feature only, is applicable.
- All other terms and conditions will remain same.

This is for the information of all concerned please.

(S. BAMA)

AGM (Marketing I-CM)

044-28290825, 9444979827.

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.