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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)

Sales&Marketing-CM/170/Tariff/14-15/35

dated at Chennai, the 01-08-2014.

Sub: Rationalization of tariff under prepaid mobile services-reg.

Ref: CO ND. Letter No. 26-07/2011-T&C-CM dated 10.07.2014& 28-07-14

Kindly refer to the Letters cited above. The tariff under prepaid mobile services are hereby rationalised in TN LSA with effect from **05-08-2014**.

(A) New plans:-

| Details of the plan | Minute | Second | Anbu Jodi | Remarks |
|--------------------------------|--|--|--|--|
| MRP of plan voucher in Rs. | 107* (PV37+ Free bundled Top up of Rs.70) | 106*(PV36+ Free bundled Top up of Rs.70) | 75 | *for new connection only |
| Freebies | Free usage allowed with Plan Voucher* | | | *To be consumed within 30 days from the date of activation |
| Free Voice Call (Pulse) | In Minutes | In Seconds | In Seconds | |
| i) On-net | Nil | Nil | 2000 | |
| ii) Off-net | Nil | Nil | 2000 | |
| Video Local/STD On-net | Nil | Nil | Nil | |
| >Free Usage in MB | Nil | Nil | Nil | |
| SMS Local | Nil | Nil | Nil | |
| SMS National | Nil | Nil | Nil | |
| Tariff validity in days | 180 | 180 | 90 | |
| Extension of Plan Validity | Through plan voucher of Rs.37 | Through plan voucher of Rs.36 | Through plan voucher of Rs.75 | |
| Migration from other Plan | Through plan voucher of Rs.37 | Through plan voucher of Rs.36 | Through plan voucher of Rs.75 | |
| Special Benefit(1) | *Free bundled Top-Up of Rs 70/- with talk value Rs. 100 /- | * Free bundled Top-Up of Rs70/- with talk value Rs. 100 /- | Local free voice call 30 Min/day to one BSNL fixed/WLL number in his/her name. Beyond 30 Min will be normal call charges | *for new connection only |

| Special Benefit(2) | Full talk Value on top of Rs. 200 to Rs.1100 & for Top-ups of Rs.1500, Rs.2000, Rs.2200, Rs.2500 & Rs.3000 only | Full talk Value on top of Rs. 200 to Rs.1100 & for Top-ups of Rs.1500, Rs.2000, Rs.2200, Rs.2500 & Rs.3000 only | | |
|---|---|---|---------------|--|
| Bonus Period-I | 15days | | | |
| Bonus Period-I I | 165 days | | | |
| (II) Plan Details: | | | | |
| Applicability | | | | |
| A) HOME LSA | | | | |
| (i) Voice Call Charges | Rs./Min | Rs/Sec | Rs/Sec | |
| Pulse rate(Seconds) | 60 sec | 1 sec | 1 sec | |
| Local Mobile- On-net | 1.0 | 0.018 | 0.018 | |
| Local Mobile- Off-net | 1.0 | 0.018 | 0.018 | |
| Local Fixed-On- net | 1.0 | 0.018 | 0.018 | |
| Local Fixed-Off- net | 1.0 | 0.018 | 0.018 | |
| Reduced call charges on 2 BSNL numbers(Rs./Min) | NA | NA | NA | |
| STD Mobile On-net | 1.0 | 0.018 | 0.018 | |
| STD Mobile Off-net | 1.0 | 0.018 | 0.018 | |
| STD Fixed On-net | 1.0 | 0.018 | 0.018 | |
| STD Fixed Off-net | 1.0 | 0.018 | 0.018 | |
| Reduced call charges on 1 BSNL number(Rs./Min) | NA | NA | NA | |
| ISD Call | No change | | | |
| (ii) Video Call Charges | Rs./Min | Rs/Sec | Rs/Min | |
| Pulse rate(Seconds) | 60 sec | 1 Sec | 60 Sec | |
| Local On-net | 2.0 | 0.04 | 2 | |
| Local Off-net | 2.0 | 0.04 | 2 | |
| STD On-net | 2.0 | 0.04 | 2 | |
| STD Off-net | 2.0 | 0.04 | 2 | |
| Incoming | Nil | Nil | Nil | |
| (iii)SMS | | | | |
| Local On-net | 0.8 | 0.8 | 0.8 | |
| Local Off-net | 0.8 | 0.8 | 0.8 | |
| National On-net | 1.2 | 1.2 | 1.2 | |
| National Off-net | 1.2 | 1.2 | 1.2 | |
| International | 5 | 5 | 5 | |
| Delivery Report | Nil | Nil | Nil | |
| Missed Call Alert | Free | Free | Free | |
| B) National Roaming | | | | |
| (a) Voice Call | Rs./Min | Rs./Min | Rs./Min | |
| Pulse rate(Seconds) | 60 sec | 60 sec | 60 sec | |
| Local On-Net | 1.0 | 1.0 | 1.0 | |
| Local Off-Net | 1.0 | 1.0 | 1.0 | |
| STD On-Net | 1.5 | 1.5 | 1.5 | |
| STD Off-Net | 1.5 | 1.5 | 1.5 | |
| Incoming Call | 0.75 | 0.75 | 0.75 | |
| (b) SMS | | | | |
| Local SMS | 1.0 | 1.0 | 1.0 | |
| National SMS | 1.5 | 1.5 | 1.5 | |
| International SMS | 5 | 5 | 5 | |
| Incoming SMS | nil | nil | nil | |

| | | | | |
|---|-----------------------------------|---------|---------|-------------------|
| Non- P2P SMS(From Home LSA/While Roaming) | 3 | 3 | 3 | |
| Premium Non- P2P SMS | As determined by content provider | | | |
| Voice SMS Tariff | No change | | | |
| (c) Video Call | Rs./Min | Rs./Sec | Rs./Sec | |
| Pulse rate(Seconds) | 60 sec | 1 Sec | 1 Sec | |
| Local On-net | 2.0 | 0.05 | 0.05 | |
| Local Off-net | 2.0 | 0.05 | 0.05 | |
| STD On-net | 2.0 | 0.05 | 0.05 | |
| STD Off-net | 2.0 | 0.05 | 0.05 | |
| Incoming Call | 1.0 | 0.05 | 0.05 | |
| SMS KEY WORD for migration from other plans | MMIN | MSEC | MANBU | Send SMS to 53733 |
| Amount to be deducted in Rs. | 32.93 | 32.04 | 66.75 | |

B. " New Friends and Family "STV :

| SI No | Name of the STV | Denomination of the STV | Freebies | Validity | Remarks |
|-------|----------------------------|-------------------------|---|----------|---|
| 1 | Friends & Family (F&F) STV | 97 | <p>A. 60 Minutes any net voice call</p> <p>B. Reduced call charges to five friends and family local Numbers while in Home LSA. On net @20p/min & off net @40p/min.</p> <p>C. SMS charges: local@10/SMS & STD @50p/SMS</p> | 90 days | <p>Customers can register 5 FNF nos.(Local on net/off net)</p> <p>FNF numbers can be modified @ Rs.5 per change.</p> |

- Note:**
- (i) All other tariff, terms and conditions with respect to Minute Plan, second Plan and Anbu Jodi would remain same.
 - (ii) Existing customers of Life Time Plan may continue in Life Time Plan as per the terms of the Plan.
 - (iii) New enrolment in the existing plans like Life Time, Per Minute Neo, Per Second Neo, Student Special, General, New General and Anbu Jodi are hereby withdrawn. Migration to these plans is not allowed with effect from 05-08-2014.
 - (iv) For all customers in minute based withdrawn plans like per minute neo, general, new general , student special &FWP minute on expiry of validity, the plan voucher (PV 37) amount of revised Minute plan will be recovered on the 2nd day of GP1 and the validity will be extended in revised Minute plan. For the withdrawn per second neo and FWP second plan customers, on expiry of validity, the plan voucher (PV 36) amount of revised Second plan will be recovered on the 2nd day of GP1 and the revised Second tariff with validity will be extended.
 - (v) The customers of the withdrawn plans shall be allowed to continue in their respective plan till

its existing validity. However, they shall be suitably informed about the withdrawal of the plan and options available for migration at the time of validity extension.

- (vi) For FWP plans PV36 (Revised Second plan) and PV37 (Revised Minute plan) are applicable.
- (vii) All data plans PV 94, 1251, 2299 and 3299; the base voice plan tariff is revised as Minute plan with effect from 05-08-2014.
- (viii) The above tariff will be implemented with effect from **05.08.2014**. The implementation of the revised tariff is to be made in accordance with 43rd Amendment of Telecom Tariff Order issued by TRAI. Customers may be informed about withdrawal of plans and suitably educated about the revision in tariff.
- (ix) Press note and proper advertisement as deemed fit may be made to generate adequate response.
- (x) The auto validity extension on the 2nd day of Grace period 1 is applicable for these current plans Second, Minute, Anbujodi, Jaijawan, RTP, RTP-FR and Nesam gold.
- (xi) F&F-STV97 is applicable only to current plans (SECOND(revised) , MINUTE(revised),ANBUJODI(Revised) , RTP and RTP-FR
- (xii) All other terms and conditions will remain same.



(S.Rajesh)

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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 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) & 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)/SDE MKTG, 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(S&M-CM), Chennai Telephones, Chennai – For information please.
DGM (ITPC) HYB – For information and ensure uploading the information on the BSNL PORTAL.