



**S&M-CM/164/STVs/2014-15/16**

**dated: 27.09.2014**

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

Ref: BSNL C.O. Circular T & C-CM No.34/14-15 Vide letter No.26-07/2011-T&C-CM dated 22.09.2014

Kindly refer to BSNL C.O. letter cited above. Approval of the competent authority is hereby conveyed to implement the rationalisation of the tariff of prepaid data STVs as under in Tamilnadu LSA (including Chennai Telephone District) w.e.f. 29.09.2014:-

Data STV in Rs.(Inclusive of S.Tax)	Existing Total Bundled free usage	Revised bundled free usage	Existing Validity of Freebies (in Days)	Revised validity of Freebies (in Days)	Data Charges after freebies	Data Charges in Rs./MB (for APN BSNL Stream)
14	100 MB	<b>90 MB</b>	2	2	2p/10KB	0.25
35	240MB	<b>200 MB</b>	7	7	2p/10KB	0.25
78	500 MB	<b>450 MB</b>	15	<b>14</b>	2p/10KB	0.25
96	650 MB	650 MB	21	<b>19</b>	2p/10KB	0.25
139	1 GB	1 GB	21	<b>20</b>	2p/10KB	0.25
155	1 GB	1 GB	30	<b>28</b>	2p/10KB	0.25

**New STVs introduced:**

Data STV in Rs.(Inclusive of S.Tax)	Total Bundled free usage	Validity of Freebies (in Days)	Data Charges after freebies	Data Charges in Rs./MB (for APN BSNL Stream)	Amount to be deducted on SMS activation in Rs.	SMS Key Word	Remarks
<b>176</b>	<b>1 GB</b>	<b>30</b>	<b>2p/10KB</b>	<b>0.25</b>	<b>156.64</b>	<b>DATA176</b>	<b>Regular basis</b>
<b>231</b>	<b>1.2 GB</b>	<b>30</b>	<b>2p/10KB</b>	<b>0.25</b>	<b>205.59</b>	<b>DATA231</b>	<b>Promotional offer for 90 Days w.e.f. 29.09.2014 to 27.12.2014</b>

- It has been decided by the competent authority that to push the data sale in the market, special commission of Rs. 30 would be given on sale of data STV of Rs. 231, to franchisee and retailer chain to be distributed as per S&D Policy.
- All other terms and conditions will remain same.

  
(S. Rajesh)

**Deputy General Manager (Mktg-CM)**

Continued..2

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 necessary action please.

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

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

DGM (Sales) & AGM (Sales), Chennai-6 –.

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

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