



S&M-CM/104-03/2010-11/VAS/CO-Genl Corr/ 114 dt @ Chennai-6 the 12/06/2014

Sub: **“Rationalization of Data STV Bundled with Mobile TV Pack from M/s Apalya Technologies Pvt Ltd” in Tamilnadu Circle - reg.**

Ref: (1) BSNL C.O. Circular.T&C-CM No.13/14-15 dated 09-06-2014

Approval of the competent authority is hereby conveyed for the implementation of **“Rationalization of Data STV Bundled with Mobile TV Pack from M/s Apalya Technologies Pvt Ltd”**, in Tamilnadu Circle, with effect from **13.06.2014**. The tariff detail is given below:

- A) Data STV: MRP Rs.182/- (Incl of S.Tax)
B) Freebies Offered:

Sl No.	Particulars	Details
a)	Free Data Download	1GB
b)	Free No. of TV Channels	50+ Channels provided by M/s Apalya
c)	STV Activated on	Any Prepaid Plan Voucher
d)	Validity of Freebies	30 days from the Date of Activation

2. The STV Should be activated through the USSD Menu in the CTop-Up SIM of CSR/Retailer/Franchisee. The Procedure is as follows-
1. Dial *222*MPIN# (MPIN is secret Code of CTop-Up SIM)
 2. Press 6 (VAS)
 3. Press 2 (STV)
 4. Choose the Option for this 50+ Channels Pack of M/s Apalya Technologies Pvt Ltd.
 4. Enter the Mobile Number for which the STV has to be activated.
 5. Rs.182/- will be deducted from the CTop-Up SIM and customer will get 1GB data and 50+ free Mobile TV channels. Rs.182/- has to be collected from the Customer. The List of Channels will be uploaded.
3. The validity period is “30 days from the date of activation”.
4. Early DATA STV166 is Rataionalized as DATA STV182, as per CO orders. This is for the kind information of all concerned, please.

Kalavathi Subramanyan

(Kalavathi Subramanyan)
AGM (VAS -Mktg-CM)
044-28290288; 9486100110

To:

- GM (NW-O CM), Trichy -1/ Coimbatore – For information please.
GM(S&M-CM), Chennai Telephones, Chennai – For information please.
Sr. GM (F) / Sr. GM (TR) TN Circle, Chennai for information please.
DGM/DE IN In-charge - Trichy - for information & necessary action please.
DGM (N/W Ops-CM)/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 (ITPC) HYB – For information and ensure uploading the information on the BSNL PORTAL
DGM(S&M-CM)/AGM (Mktg-CM), Chennai Telephones, Chennai – for information & necessary action please.
DGM(VAS-SZ)/DE(VAS-SZ), Trichy - for information & necessary action please.



M/s Apalya - Mobile TV Channels Bundled with STV		
Sl No.	Category	Channels Name
1	News	Aajtak
2		NDTV India
3		CNN
4		Times Now
5		NDTV Profit
6		NDTV24X7
7		Headlines Today
8		News9
9	Regional Entertainment	Star Vijay
10		Sun TV
11		Raj TV
12		Jaya TV
13		Jaya Max
14		Vasanth TV
15		Makkal TV
16		Raj Digital Plus
17		ETV Telugu
18		Gemini TV
19		Maa TV
20		Vissa TV
21		Asianet
22		Surya TV
23		Kairali TV
24		Jaihind TV
25		Jeevan TV
26		Suvarna TV
27		ETV Kannada
28		Udaya TV
29	Regional News	ETV2
30		Gemini News
31		TV9 Telugu
32		TV1
33		Manorama News
34		Sun News
35		Jaya Plus
36		Raj News

General Manager (S & M - CM)
Sales & Marketing - Consumer Mobility
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)

37		Udaya News
38		TV9 Kannada
39	Entertainment	Star Plus HD
40		Colors
41		Sony TV
42		Zoom
43	MUSIC	Gemini Music
44		Maa Music
45		Sun Music
46		Raj Musix
47		Udaya Music
48		Raj Musix Kannada
49		Kiran TV
50	Tarang Music	
51	Movies	J-Movies
52		Udaya Movies
53	KIDS	Cartoon Network