



S&M-CM/104-03/2010-11/VAS/CO-Genl Corr/ 116

dt @ Chennai-6 the 12/06/2014

Sub: **“Rationalization of Data STV Bundled with Mobile TV Pack from M/s Digivive Services 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 Digivive Services Pvt Ltd”**, in Tamilnadu Circle, with effect from **13.06.2014**. The tariff detail is given below:

- A) Data STV: MRP Rs.211/- (Incl of S.Tax)  
B) Freebies Offered:

Sl No.	Particulars	Details
a)	Free Data Download	1GB
b)	Free No. of TV Channels	All Channels provided by <b>M/s Digivive Services Pvt Ltd</b>
c)	STV Activated on	Any Prepaid Plan Voucher
d)	Validity of Freebies	21 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 TV Channels Pack provided by M/s Digivive Services Pvt Ltd.
  4. Enter the Mobile Number for which the STV has to be activated.
  5. Rs.211/- will be deducted from the CTop-Up SIM and customer will get 1GB data and 50+ free Mobile TV channels. Rs.211/- has to be collected from the Customer. The List of Channels will be uploaded.
3. The validity period is “21 days from the date of activation”.
4. Early “DATA STV211 wth 30 days validity” is Rataionalized as “DATA STV211 with 21 days validity”, 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 DIGIVIVE Channel List			
S.no	Channel Name	Genre	Language
1	AAJTAK	NW	Hindi
2	DDNATIONAL	GEC	Hindi
3	NDTVINDIA	NW	Hindi
4	SONY	GEC	Hindi
5	NEWSNATION	NW	Hindi
6	IBN7	NW	Hindi
7	STARPLUS	GEC	Hindi
8	COLORS	GEC	Hindi
9	ORISSA	REG	Oriya
10	B4UMUSIC	MU	Hindi
11	LIFEOK	GEC	Hindi
12	SAB	GEC	Hindi
13	AAJTAKTEZ	NW	Hindi
14	N24	NW	Hindi
15	ZOOM	Bollywood	Hindi
16	MAHUA	GEC- REG	Bhojpuri
17	ETVTELUGU	GEC- REG	Telugu
18	INDIANEWS	NW	Hindi
19	TV9TELUGU	NW- REG	Telugu
20	CNBCAWAZ	NW	Hindi
21	IBNLOKMAT	NW	Marathi
22	TIMESNOW	NW	English
23	INDIATV	NW	Hindi
24	E24	Bollywood	Hindi
25	STARUTSAV	GEC	Hindi
26	TV9KANNADA	REG NW	Kannada
27	SUNTV	REG	Tamil
28	REPORTERTV	NW	Malayalam
29	MAAMUSIC	MU- REG	Telugu
30	ADITYATV	REG	Tamil
31	9XT	MU	Punjabi
32	CN	CLD	Hindi
33	STARJALSHA	GEC- REG	Bengali
34	ETVRAJASTHAN	NW	Hindi
35	MAATV	GEC- REG	Telugu



36	ASIANET	GEC- REG	Malayalam
37	UDAYAMOVIES	REG	Kannada
38	NDTV24	NW	English
39	GEMINITV	GEC-REG	Telugu
40	GEMINIMOVIES	REG	Telugu
41	KIRANTV	REG	Malayalam
42	DELHIAAJTAK	NW	Hindi
43	ETVKANNADA	GEC- REG	Kannada
44	TV9GUJRATI	NW- REG	Gujrati
45	DDNEWS	NW	Hindi
46	SURYATV	REG	Malayalam
47	CNBCTV18	NW	English
48	ETVBIHAR	NW	Hindi
49	AASTHA	REL	Hindi
50	MH1	MU	Punjabi
51	KASTURI	GEC-REG	Kannada
52	MAHUAANEWS	NW- REG	Bhojpuri
53	NEWSEXPRESS	NW	Hindi
54	RAJPLUS	GEC- REG	Tamil
55	GEMINICOMEDY	REG	Telugu
56	RUPASIBANGLA	NW- REG	Bengali
57	STARVIJAY	GEC- REG	Malayalam
58	UDAYATV	REG	Kannada
59	SONYMIX	MU	Hindi
60	ANJANTV	GEC- REG	Bhojpuri
61	KAIRALIWE	NW- REG	Malayalam
62	STARPRAVAH	GEC- REG	Marathi
63	MAAMOVIE	REG MV	Telugu
64	DDINDIA	NW	Hindi
65	DDBANGLA	GEC- REG	Bengali
66	TV1	NW REG	Telugu
67	SHRADHA	REL	Hindi
68	RAJTV	GEC- REG	Tamil
69	KTV	REG	Tamil
70	ETVMP	NW	Hindi
71	INDIABIHAR	NW	Hindi
72	RAJMUSICKAND	MU-REG	Kannada
73	9XM	MU	Hindi



74	ETNOW	NW	English
75	UDAYAMUSIC	MU-REG	Kannada
76	ETVORIYA	GEC- REG	Oriya
77	SUNNEWS	NW- REG	Tamil
78	INDIARAJ	NW	Hindi
79	HTODAY	NW	English
80	UDAYACOMEDY	REG	Kannada
81	VTV	NW- REG	Gujrati
82	CHANNELV	MU	Hindi
83	INDIAUP	NW	Hindi
84	ETV2	NW- REG	Telugu
85	INDIAMP	NW	Hindi
86	AAKASHBANGLA	GEC- REG	Bengali
87	SUNMUSIC	MU-REG	Tamil
88	KAIRALIPEOPLE	GEC- REG	Malayalam
89	DDORIYA	GEC- REG	Oriya
90	POGO	CLD	Hindi
91	ETVUP	NW	Hindi
92	NETV	GEC- REG	Assamese
93	JEEVAN	GEC- REG	Malayalam
94	RAJMUSIC	MU- REG	Tamil
95	MIMARATHI	GEC- REG	Marathi
96	NICK	CLD	Hindi
97	ASIANETNEWS	NW- REG	Malayalam
98	VASANTH	REG	Tamil
99	NDTVGOODTIMES	INFO	English
100	GEMININEWS	NW- REG	Telugu
101	BBCW	NW	English
102	DDMALYAYAM	NW- REG	Malayalam
103	MTUNES	MU	Hindi
104	SUVERNANEWS	REG NW	Malayalam
105	NDTVPROFIT	NW	English
106	ETVBANGLA	GEC- REG	Bengali
107	GEMINIMUSIC	MU-REG	Telugu
108	SONIC	CLD	Hindi
109	NEWS9	NW	English
110	ETVMARATHI	GEC- REG	Marathi
111	MTV	MU	Hindi



112	NEWSBANGLA	NW REG	Bengali
113	RAJVISSA	GEC- REG	Telugu
114	HISTORY	INFO	English
115	MAKKAL	REG	Tamil
116	HELP_231013	CLD	Hindi/English
117	CHANNEL10	NW- REG	Bengali
118	DIVYA	REL	Hindi
119	TV9MUMBAI	NW	Marathi
120	UDAYANEWS	NW- REG	Kannada
121	DARSHAN	REL	Hindi
122	ETVGUJARATI	GEC- REG	Gujrati
123	MAHUAKHABHAR	NW- REG	Bengali
124	PLANETM	MV	Bengali
125	SAAM	NW- REG	Marathi
126	INDIAHARYANA	NW	Hindi
127	NICKJUNIOR	CLD	Hindi
128	CHUTTITV	CLD	Tamil
129	RAJNEWS24	NW- REG	Tamil
130	NEWSX	NW	English
131	DDMARATHI	GEC- REG	Marathi
132	CNNIBN	NW	English
133	CNN	NW	English
134	NEPAL1	GE-REG	Nepali
135	DDNE	GEC- REG	Assamese
136	ETVURDU	GEC	Urdu
137	PRARTHANA	REL	Oriya
138	DHOOM	REG-MU	Bengali
139	CHINTUTV	CLD	Tamil
140	KUSHITV	CLD	Telugu
141	NETVHIFI	REG	Assamese
142	MAAGOLD	GEC- REG	Telugu
143	PRAGYA	REL	Hindi
144	NEXGTV	HELP	English/Hindi
145	MUSIC XPRESS	MU	Hindi
146	ASIANETPLUS	GEC- REG	Malayalam
147	RAJYASABHA	NW	Hindi
148	LOKSABHA	NW	Hindi
149	TARANG	MU- REG	Oriya

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**भारत संचार निगम लिमिटेड**  
(भारत सरकार का उद्यम)  
**BHARAT SANCHAR NIGAM LIMITED**  
(A Government of India Enterprise)

150	GOD	REL	English
151	DISHATV	REL	Hindi
152	GETPUNJABI	GEC- REG	Punjabi
153	INDIAVISION	NW- REG	Malayalam