



S&M-CM/104-03/2010-11/VAS/CO-Genl Corr/ **115**

dt @ Chennai-6 the 12/06/2014

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

- A) Data STV: MRP Rs. **178/-** (Incl of S.Tax)  
B) Freebies Offered:

Sl No.	Particulars	Details
a)	Free Data Download	<b>1GB</b>
b)	Free No. of TV Channels	<b>70 Channels</b> provided by <b>M/s P K Online</b>
c)	STV Activated on	Any Prepaid Plan Voucher
d)	Validity of Freebies	<b>30 days</b> 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 P K Online**.
  4. Enter the Mobile Number for which the STV has to be activated.
  5. Rs. **178/-** will be deducted from the CTop-Up SIM and customer will get 1GB data and 50+ free Mobile TV channels. Rs. **178/-** 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 STV291 with 2GB Data” is Rationalized as “DATA STV178 with 1 GB”, as per CO orders. This is for the kind information of all concerned, please.**

*Kalavathi Subramanyan*

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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.



<b>M/s PK Online - Mobile TV Channels Bundled with STV</b>			
<b>Sl. No.</b>	<b>Channel</b>	<b>Genre</b>	<b>Language</b>
1	Cartoon Network	Kids	English/Hindi
2	Cinecurry Hot	Movie	Hindi
3	Cinecurry Tamil	Movie	Tamil
4	Colors	G.E	Hindi
5	ETV 2	News	Telugu
6	ETV Kannada	G.E	Kannada
7	History	Infotainment	English/Hindi
8	MTV	Music	Hindi
9	Pogo	Kids	English/Hindi
10	Raj Digital Plus	G.E	Tamil
11	Raj Musix	Music	Tamil
12	Raj News	News	Tamil
13	Raj Tv	G.E	Tamil
14	Sharanam Ayyapa	Devotional	Devotional
15	Sony MIX	Music	Hindi
16	Sony TV	G.E	Hindi
17	South Masala	G.E	South
18	Superstar Rajini	Movie	Tamil
19	Ten Action	Sports	English/Hindi
20	Ten Cricket	Sports	English/Hindi
21	Ten Sports	Sports	English/Hindi
22	Zee Cafe	Music	English
23	Zee Cinema	Movie	Hindi
24	Zee ETC	Music	Hindi
25	Zee Kannada	G.E	Kannada
26	Zee Khana Khazana	Lifestyle	Hindi
27	Zee News	News	Hindi
28	Zee Studio	Movie	English
29	Zee Telugu	G.E	Telugu
30	Zee TV	G.E	Hindi