

General Manager (S & M - CM)

Sales & Marketing - Consumer Mobility

3rd Floor, New CTS Building

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)

S&M-CM/170/Tariff/13-14/94

@ Chennai-6 the 22-11-2013.

Sub: Re-launch of “NESAM GOLD” with revised tariff under prepaid mobile services –reg.

Ref: C.O. ECT Approval no. 1329 dt 22/11/13.

Approval of the competent authority is hereby conveyed for the Re-launch of the “NESAM GOLD” promotional plan with revised tariff in 2G/3G prepaid mobile services in TN LSA (incl. CHTD) for a period of **90 days from 30.11.13 to 27.02.14.**

The following two customer friendly features are added in the revised tariff and the same is enclosed in the ANNEXURE.

- **50 Numbers of FREE SMS on Any Network (Local+National) per month.**
- **Always Full Talk Value with TOP UP of MRP Rs.200/- and Multiples of Rs.200/-**

Note:

- The above features are made available to all the existing NESAM GOLD customers also.
- For new activations (including MNP/Migrated customers) under NESAM GOLD plan, the FREE SMS will be credited on the next day of activation on pro-rate basis. From 1st of next month 50 SMS will be activated.
- 15 days extension given on NESAM GOLD plan vide this office letter dt 20/11/13, will be withdrawn wef 23:59 HRS of 29/11/2013.

Suitable promotional activities may be taken up to popularize the plan by explicitly conveying the above special features and achieve the SIM/Sales Target fixed for the Circle.

This is for the information of all concerned.

(S. BAMA)

AGM (Marketing-CM)

044-28290825,9444979827

To

GM (NW-O CM), Trichy -1/ Coimbatore – For information please.

GM(S&M-CM), Chennai Telephones, Chennai – For information please.

GM (F) / Sr. GM (TR) TN Circle, Chennai for information please.

DGM/DE IN Incharge - 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/AGM (S&M-CM), Chennai Telephones, Chennai – for information & necessary action please.

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ANNEXURE

Particulars (NESAM GOLD)	Tariff
SIM Cost	Normal Rs.20; USIM Rs.59.
MRP of Plan Voucher in Rs. (Incl. of S.Tax)	49
Free Usage allowance with Plan Voucher (to be consumed within 30 days)	
Free Voice Call (Pulse)	sec
i) On-Net	1200 seconds Local/STD
ii) Off-Net	800 seconds Local/STD
Free Video Call Local/STD On-Net	Nil
Free Data Usage in MB	Nil
Free P2P SMS in Nos.	50 Numbers Local/National Any Network per month
Initial Plan Validity in days	180 days
Grace Period I	15 days
Grace Period II	165 days
Extension of Plan Validity	Through Plan Voucher 49 (C-Top Up)
(A) Home LSA	
Voice Call Charges - Pulse Rate (seconds)	
Local On-Net	1.2
Local Off-Net	1.5
Reduced Call Charges on 5 Local Any Network Numbers (Rs./Min)	20p/Min On-net & 40p/Min Off-net
Change of F&F Numbers	Allowed anytime with Rs.10 per change per number
STD On-Net	1.2
STD Off-Net	1.5
(ii) Video Call Charges - Pulse Rate Rs./Minute	
Local On-Net	1.50
Local Off-Net	2.00
STD On-Net	1.50
STD Off-Net	2.00
Incoming	Nil
(iii) SMS	
Charges for Local SMS	50p/SMS On-net & 60p/SMS Off-net
Charges for National SMS	60p/SMS On-net & 70p/SMS Off-net
International	5.00/SMS
(B) National Roaming	
(i) Voice Call Pulse rate Rs./Min	
Local On-net	1.0
Local Off-net	1.0
STD On-net	1.0
STD Off-net	1.0
Incoming Call	0.75
(ii) SMS	
Local SMS	70p/SMS On-net & 80p/SMS Off-net
National SMS	70p/SMS On-net & 80p/SMS Off-net
International SMS	5.00/SMS
(ii) Video Call Pulse rate Rs./Min	
Local On-net	2.0
Local Off-net	2.0
STD On-net	2.0
STD Off-net	2.0
Incoming Call	2.0
Applicability of STVs	All STVs are allowed except STV 22,23,17 & 31
Full Talk Value	Always Full talk value with TOP UP of Rs.200/- and Multiples of Rs.200
(C) All other charges	As per General Neo Plan

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