

General Manager (S & M - CM)

Sales & Marketing - Consumer Mobility
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भारत संचार निगम लिमिटेड

(भारत सरकार का उद्यम)

BHARAT SANCHAR NIGAM LIMITED

(A Government of India Enterprise)

S&M-CM/164/Booster-STVs/11-12/58

dt @ Chennai-6 the 24.09.2011.

Sub: Rationalization of tariff of SMS packs under 2G & 3G prepaid mobile services- **reg.**

Ref : C.O. Letter No: 26-25/2011- T&C-CM Circular No.53/11-12 dt 29.08.2011.

C.O. Letter No:26-25/2011-T&C-CM CircularNo.56/11-12 dt 08.09.2011.

C.O. Letter No:2-2/2010/PP-CM dt 1.9.11

W.r.t. above cited CO orders, approval of the competent authority is hereby conveyed for the implementation of NEW SMS packs (via C-TOP-UP & through SMS) applicable to 2G & 3G prepaid mobile services, **for use in Home LSA and also on roaming**, in Tamilnadu LSA (including CHTD in 2G only) **with effect from 27.09.2011**. The details are given below:-

Particulars	MRP in Rs. (incl. of S.Tax)	Validity in days	Amount to be deducted in IN while activating thru SMS (Rs.)	Format for sending SMS to 53733	Remarks
Local/national SMS @ Rs.0.01/SMS	13	30	11.79	STVSMS13	Withdrawn**
Local/national 2000 SMS FREE	23	30	20.85	STVSMS23	Withdrawn**
Local/national 3000 SMS FREE	33	30	29.92	STVSMS33	Withdrawn**
Local/national 10000SMS FREE	53	30	48.05	STVSMS53	Withdrawn**
1000 Local&500 Local/national SMS FREE	32	15	29.01	SMS32	NEW
1000 Local SMS FREE	21	15	19.04	SMS21	NEW
Local/national SMS @ Rs.0.05/SMS	14	30	12.69	SMS14	NEW
2000 Local&1000 Local/National SMS FREE	53	30	48.05	SMS53	NEW

Note: ****The existing SMS Boosters of MRP 13,23,33 & 53 are withdrawn from Ctopup and through SMS w.e.f 23.59hrs of 26.09.2011 and the New STVs are introduced in Ctopup and through SMS from 00.00hrs of 27.09.11**

- The present tariff/ Free SMS will continue to be available till the expiry of the current SMS STVs activated upto 23.59 hrs of 26-09-11
- The usage value allowed with the above STVs is “NIL”.

All the new SMS STVs(Boosters) are made available in Group III in Multiple Boosters for both 2G & 3G customers with the following revised terms and conditions:-

- The customer can use maximum of one BOOSTER from the group at the same time.
- Customer is not barred from using a second booster from the same group. However, if he uses a second booster from the same group, (i.e. within the existing validity period of the previous SMS booster)

Contd...

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- Balance SMS will be carried forward
 - The BOOSTER Validity is extended from the date of recharge of the new BOOSTER. If the validity of the earlier BOOSTER is higher, then old higher validity will be maintained.
- On expiry of BOOSTER validity, balance SMS if any will be nullified.
 - *124# is not applicable.
 - All the above new SMS STVs are applicable to customers while in HOME LSA & while on Roaming also.
 - The SMS STVs/SMS Packs under 2G & 3G Prepaid mobile services will not be applicable on “Blackout days”. Normal SMS charges as per plan will be applicable on “Blackout days”.
 - All other terms & conditions will remain same.

Suitable steps may kindly be taken to popularize the new STVs.

(KR ARAVINDAVALLI)

Assistant General Manager [Marketing, S&M-CM]

To

GM (NW-O CM), Trichy -1/ Coimbatore – For information & necessary action 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 charge IN – **Trichy** - for necessary action please.

DGM (N/W-O-CM)/DE Commercial, Coimbatore - For information & necessary action please.

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

DGM (Sales), AGM (Sales) & AGM (MKTG II)- 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), 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 (S&M-CM)/AGM (MKTG-CM), Chennai Telephones, Chennai – for information & necessary action please