

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/164/STV-BOOSTER CARDS/11-12/ 65

dt @ Chennai-6 the 18.10.2011.

Sub: Activation of Voice STV/Boosters through SMS in 2G&3G - reg.

Ref: S & M-CM/164/STV-BOOSTER CARDS/11-12/20 dt @ Chennai-6 the 27.06.2011

Approval of the competent authority is conveyed for the implementation of the following STVs activation through SMS (in addition to C-TOP-UP) by both 2G & 3G customers of Tamilnadu LSA (including CHTD 2G only) **with effect from 18.10.2011**. The details are given below:-

- The left out voice STVs of MRP 61, 47,151 & 501 for activation through SMS, are now extended to 3G prepaid mobile customers also with effect from 18-10-2011.
- Other Video & Voice STVs of MRP 57 & 290 for activation through SMS by 2G/3G prepaid mobile customers are implemented with effect from 18-10-2011.

Sl.No	Booster	Description of STV/Booster	Validity	Amount to be deducted in IN (Rs.)	Format for sending SMS to 53733
1	STV 61	Local calls to any network @ 30p/Min	30 days	55.30	VOICE61
2	STV 47	Local & STD calls On net @ 20p/Min	30 days	42.61	VOICE47
3	STV 57	Local video calls FREE 125 minutes	30 days	51.68	VOICE57
4	STV 151	Unlimited Local/STD on net FREE	07 days	136.90	VOICE151
5	STV 501	Unlimited Local/STD on net FREE	30 days	454.22	VOICE501
6	STV 290	Local On-net to Mobile @ 10p/Min, to LL/WLL On-net 49p/Min, Off-net 49p/Min	90 days	262.92	VOICE290

This is for the information of all concerned please.

(K.R. Aravindavalli)

AGM(Marketing-CM)

TN circle

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), Chennai-6 - For information and informing Call Centre/Customer Service Centre Officials and ensure uploading the information on the website “tamilnadu.bsnl.co.in” .

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