

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/3G Data card/ 11-12 /57

dt @ Chennai-6 the

25 -09-12.

Sub : Promotional offers during festival season under 3G mobile data services – reg.

Ref : C.O. Ir No.26-17/2009-R&C (Pt.) Circular No. 58/12-13 dt 17.09.2012.

Approval of competent authority is hereby conveyed for the implementation of a promotional scheme of 10% and 20% discount on 3G Data plan FMC and data STVs in TN LSA (inc. CHTD) **with effect from 01.10.2012 to 29.12.2012.**

a) The promotional tariff of 3G postpaid data plans and prepaid data STVs are as under :-

i) Postpaid:-

Existing FMC in Rs.(S.Tax extra)	Discount on FMC (in %)	Promotional – FMC after discount in Rs. (S.Tax extra)	Total bundled free usage in MB
220	10	198	1250
400	20	320	2500

ii) Pre-paid:-

Existing Data STV in Rs. (incl. of s.Tax)	Discount on MRP of data STV (in %)	Promotional – Data STV after discount in Rs.(incl. s.Tax)	Total bundled free usage in MB	Validity (days)
252	10	227	1250	30
452	20	362	2500	30

b) New 3G Data STV “Yuva” introduced:-

Data STV in Rs. (incl. of s.Tax)	Day/Any time usage in MB	Night* usage in MB	Total bundled free usage in MB	Validity (days)
124	250	1250	1500	30
599	3000	4000	7000	30

- 11.00 PM to 07.00AM

c) The existing STV of Rs.1501 with bundled free data of 15000MB and validity of 1 month will be withdrawn.

SMS keyword and amount to be deducted for activating these Data STVs are given below:-

MRP of 3G Data STV in Rs.	SMS keyword to be sent to 53733	Amount to be deducted by IN in Rs.
227	DATA227	202.03
362	DATA362	322.18
124	DATA124	110.36
599	DATA599	533.11

d) All other terms and conditions will remain same.

Contd...

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This is for the information of all concerned please.

(S. BAMA)

AGM (Marketing-CM), TN Circle, Chennai-6.

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 Billing & IT, South Zone Billing Center, – Trichy for information & for necessary action please.

DGM/DE IN Incharge - Trichy & Bangalore - 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” .

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