

# General Manager (S & M - CM)

Sales & Marketing - Consumer Mobility  
3<sup>rd</sup> 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/166/3G Data card/ 12-13/ 140

dt @ Chennai-6 the

14-08-13.

Sub: Revision in tariff of data plan/STVs under mobile services – reg.

Ref: No.26-17/2009-R&C (Pt) Circular T&C-CM No. 29/13-14 date: 08.08.2013.& 30/13-14 date 14.08.2013

Approval of the competent authority is conveyed for the implementation of Uniform 2G & 3G Prepaid DATA STVs in **Tamilnadu LSA** (incl. Chennai Telecom District) with effect from **15.08.2013**. The details of Unified Data Special Tariff Vouchers are as under:-

MRP of the Data STV (incl. of S.Tax) in Rs.	Bundled FREE Data in MB/GB	Validity (in days including the day of activation)	Data Charges after FREE usage	SMS Keyword to be sent to 53733	Amount to be deducted by IN in Rs.
14*	100MB	3	2p/10KB	DATA14	12.46
35*	240MB	7	2p/10KB	DATA35	31.15
78*	500MB	15	2p/10KB	DATA78	69.42
96*	700MB	21	2p/10KB	DATA96	85.44
139	1GB	30	2p/10KB	DATA 139	123.71
253	2GB	30	2p/10KB	DATA 253	225.17
561	5GB	30	2p/10KB	DATA 561	499.29
1011	10GB	30	2p/10KB	DATA 1011	899.79

\*These four new Data STVs will be implemented for a promotional period of 90 days wef 15-08-2013 to 12-11-2013

- All the above STVs can be activated either through C-TOP UP or through SMS.
- All existing 3G Data STVs (including YUVA) of MRP Rs. 25,53,101,155,252,452,751,1299,124 & 599 in C-TOP UP and the respective SMS Keyword to 53733 are **withdrawn wef 15/08/2013**.
- However, existing 3G Data STVs of MRP Rs.601 & 3302 and 3G Combo Date STVs of MRP Rs.899, 535 & 177 and 3G Combo STV Rs.345 **will continue to exist**.
- All existing GPRS/2G Data STVs/Combo STVs of MRP Rs. 302,270,125,98,54,14,7,62 & 105 with SMS Keyword to 53733 are **withdrawn wef 15/08/2013**.
- For Pre-paid 2G Data Customers, who have recharged 2G Data STVs till 14/08/2013, the customer profile is to be converted to default profile of 3G with **no speed restriction from 15/08/2013**.
- The customer profile in the new unified Data STVs will be 3G with no speed restriction.
- The 2G and 3G Blackberry plans uses blackberry APN, hence blackberry 2G and 3G tariff plans will remain unchanged.
- The PTPL 2G and 3G plans with their respective STVs will also remain unchanged.
- All other terms and conditions of prepaid GPRS/Data STVs will remain same.

  
(S. BAMA)

AGM (Marketing-CM)

044-28290825

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To

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

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

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

DGM (N/W-O-CM)/DE Commercial CBT – For information and necessary action please.

DGM/DE In-charge IN Trichy – For information and 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 updating 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.