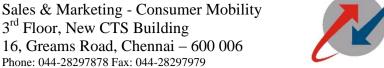
General Manager (S & M - CM)

Sales & Marketing - Consumer Mobility 3rd Floor, New CTS Building 16, Greams Road, Chennai – 600 006



भारत संचार निगम लिमिटेड BHARAT SANCHAR NIGAM LIMITED

(A Government of India Enterprise)

S&M-CM/164/Booster Cards-STVs/12-13/65

dt @ Chennai-6 the 28.05.13.

Sub: Introduction of SMS STV for Local Onnet in prepaid mobile services – reg.

Ref: CO.approval no: 1146 dt 22.05.13.

Approval of the competent authority is hereby conveyed for the implementation of a SMS STV under 2G & 3G prepaid mobile services in Tamil Nadu LSA (incl. CHTD) on promotional basis for 90 days with effect from 29.05.2013 to 26.08.2013. The details are given below:-

	Validity	MRP in Rs.	SMS keyword	Amount to be
STV feature	in days	(incl. of S.Tax)	to be sent to	deducted by
			53733	IN
1000 Local On-net SMS FREE with a limit of 100 SMS per SIM per day	15 days	20	SMS20	17.80

- The above new STV is placed in Group III and is applicable while in Home LSA only. (NOT APPLICABLE while in National Roaming)
- The above new STV is applicable for all current plans like Life Time, Per Second, Per Minute, General Neo, Student Special Neo, Roamfree Neo, Anbujodi Neo, Nesam Group of plans incl. NESAM GOLD, Saral Anant & BSNL SIMPLE-Plan100.
- Activation of this STV is thru SMS only and NOT AVAILABLE in C-TOP UP.
- All other terms and conditions will remain same.

This is for the information of all concerned please.

(S. BAMA)

AGM (Marketing I-CM)

044-28290825

To

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

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

Sr.GM TR/GM Finance Chennai for kind information please

DGM/DE IN Incharges - Trichy - for necessary action please

DGM (NWO)/DE Commercial, o/o GM (NW-O), Coimbatore - for information & necessary action pl.

All Heads of SSAs, Tamilnadu Circle -- 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 (ITPC) HYB - For information and ensure uploading the information on the BSNL PORTAL.

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