

# 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 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:-

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