

# 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/164/Booster Cards-STVs/12-13/118

dt @ Chennai-6 the 28.04.14.

Sub: Promotional offer of two Volume based STVs 19& 72 in prepaid mobile services – reg.  
Ref: CO approval no: 1490 DT 16.04.14. & MAIL DT 25-04-14

Approval of the competent authority is hereby conveyed for the extension of two Volume based STVs under prepaid mobile services in Tamil Nadu LSA (inc. CHTD) on promotional basis for 90 days **with effect from 16.04.2014 to 30.04.2014 (with the existing feature-400/1600) & from 01.05.2014 to 14.07.2014 (with the revised feature-300/1200)**. 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
Local /National <b>300 SMS free</b> to any network	7 days	<b>19</b>	<b>SMS19</b>	16.91
Local /National <b>1200 SMS free</b> to any network	30 days	<b>72</b>	<b>SMS72</b>	64.08

- Both the above two STVs are placed in Group III and are applicable while in Home LSA and National roaming.
- Both the above two STVs are **applicable** for all plans.
- All other terms and conditions will remain same.

This is for the information of all concerned please.

( S.Rajesh)

DGM (Marketing - CM)

044-28297060, 94486100044.

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 In charges - 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)/SDE MKTG, 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.