

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/13-14/91

dt @ Chennai-6 the 14.08.13.

Sub: Revision in Tariff of SMS STVs under GSM services–reg.

Ref: CO. Circular No. 26-4/2012-T&C –CM No. 28/13-14 dated 07.08.2013.

Approval of the competent authority is hereby conveyed for the revision in Tariff of SMS STVs under 2G & 3G prepaid mobile services in Tamil Nadu LSA (incl. CHTD) **with effect from 15.08.2013**. The details are given below:-

Sl.No.	MRP in Rs. (incl. of S.Tax)	Existing Validity in days	Revised Validity in days	Existing Feature	Modified Feature Number of FREE Local/National (Any N/W) SMS*
1	12	7	7	Local/National On-net SMS @ 1p/SMS* & Local/National Off-net SMS @ 10p/SMS*	130 SMS
2	21	15	15		265 SMS
3	33	30	30		385 SMS
4	54	60	30		860 SMS
5	83	NEW	30	NEW	1650 SMS
6	147	NEW	60	NEW	3000 SMS

*The SMS tariff is applicable upto 100 SMS/day/SIM only. All the SMS beyond 100 SMS/day/SIM will be charged Rs.0.50/SMS or SMS charges as per plan whichever is higher.

All the above STVs can also be activated through SMS, in addition to C-TOP UP. The details are given below:-

MRP of STV in Rs.	SMS Keyword to be sent to 53733	Amount to be deducted by IN
12	SMS12	10.68
21	SMS21	18.69
33	SMS33	29.37
54	SMS54	48.06
83	SMS83	73.87
147	SMS147	130.83

- 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, 9444979827.

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.