

General Manager (S & M - CM)

Sales & Marketing - Consumer Mobility

3rd 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 /169/CUG/11-12/22

dt @ Chennai-6 the 20.08.2011.

Sub: SMS for opting out of Local CUG Plan in Prepaid services -reg.

Ref : This office letter of even nos.13 dt 04-07-11 and 16 dt 16-07-11 and 18 dt 21-07-11

Kindly refer to this office letters cited above , wherein the launch of Local CUG in TN LSA and clarification on change of plan by CUG customers were intimated.

Requests from SSAs are being received to make it possible for the CUG customer to opt out of CUG through SMS.

Hence , approval of competent authority is hereby conveyed for the provision for CUG customer to opt out of CUG by sending SMS to 53733 as “DEL<space>CUGID<space>mobile number.”

Trichy IN will send intimation to the customer after executing the request that “ Dear BSNL Customer! Your request for opting out of CUG is executed and you are no more CUG customer. Your parent plan ----- continues”

The CUG rent deducted, in advance, by IN on the first day of the calendar month will not be refunded, even partially, if the customer opts out subsequently during the month.

This facility comes into effect from 26-08-11 onwards for CUG customers in Prepaid service in TN circle only.

(K.R. Aravindavalli)

AGM(Marketing-CM)

Chennai06, TN circle

To

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

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

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

DGM/DE In charge IN - Trichy - for necessary action please for sending the SMS to the Customer after executing the request of the customer to opt out of CUG

DGM (N/W-O)/DE Commercial Coimbatore - For information & necessary action please.

Heads of SSAs, -- 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(S&M-CM)/AGM (Mktg-CM), Chennai Telephones, Chennai – for information & necessary action please