

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/STV-BOOSTER CARDS/12-13/31

dt @ Chennai-6 the 22.08.2012.

Sub: Re-launch of Special Tariff Voucher (STV) 786 under prepaid mobile services - reg.

Ref: C.O. Ir no: 26-18/2010-T&C-CM Circular No: 49/12-13 dt 21.08.2012.

Approval of the competent authority is hereby conveyed for the re-launch of STV under 2G and 3G prepaid mobile services through C-TOP-UP in Tamilnadu LSA (including Chennai Telecom District) for 60 days **with effect from 25.08.2012 to 23.10.2012**. The details are given below:-

| Particulars | STV |
|---|---------------------------|
| STV price in Rs. | 699.54 |
| S.Tax @ 12.36% in Rs. | 86.46 |
| MRP inclusive of S.Tax in Rs. | 786 |
| Free Voice Call in Minutes (Pulse in Minute) | |
| Local/STD – Any Network | 2X786=1572 minutes |
| Free Local/National SMS in Nos. | 786 |
| Free DATA Usage in MB (2G/3G) | 786 |
| Validity in days | 90 |

- This STV 786 will come under Group II in Multiple Boosters for 2G/3G prepaid mobile services.
- This STV 786 will be available to current plans only in view of IN technical constraints. (i.e. Saral Ananth Special, Per Second Plan, Per Minute Plan, General New, Student Special, AnbuJodi special, Nesam, Nesam Special, New Nesam Special, Roam free & Jaijawan Plans)

This is for the information of all concerned please.

Anandhi Sankararaman

(Anandhi Sankararaman)

AGM (Marketing II-CM)

044-28290825, 9486100540

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/Bangalore - for necessary action please.

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

Heads of SSAs, -- for kind information and necessary action please.

DGM (Sales), AGM (Sales) & AGM (MKTG II)- 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.