

# 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/12-13/35

dt @ Chennai-6 the 19.12.12.

Sub: Rationalization of tariff and introduction of Combo Vouchers under 2G & 3G prepaid mobile services. -reg

Ref: CO. Circular No. T&C –CM No. 89/12-13 dated 11.12.2012

Approval of the competent authority is hereby conveyed for the rationalization of tariff and introduction of Combo Vouchers under 2G & 3G prepaid mobile services. The details are given below:-

**(i) 3G Data Combo Voucher ( Thru' CTOP-UP only)**

Feature	MRP in Rs.	S.Tax @ 12.36% in Rs.	Card value in Rs.	UV offered in Rs.	Free data Usage in GB	Validity in days
5 GB Free data + Rs.150 UV*	899	98.89	800.11	150	5	30
2.25GB Free data + Rs.50 UV	535	58.85	476.15	50	2.25	30
1GB Free data + Rs.50 UV	177	19.47	157.53	50	1	5

\*UV-Usage Value

**(ii) Voice Combo Voucher ( thru' CTOP-UP and SMS)**

Feature	MRP in Rs.	S.Tax @ 12.36% in Rs.	Card value in Rs.	Validity in Days	SMS Keyword
Local Any Network @ 30p/Min + UV Rs.20	71	7.81	63.19	30	COMBO71

**(iii) SMS Combo Voucher ( thru' CTOP-UP and SMS)**

Feature	MRP in Rs.	S.Tax @ 12.36% in Rs.	Card value in Rs.	UV offered in Rs.	Free SMS Usage in GB	Validity in days	SMS Keyword
50 SMS Free + Rs.5 UV	13	1.43	11.57	5	50	2	COMBO13

50 to 100 SMS per day- SMS charges as per plan. Beyond 100 SMS, 50p/SMS or SMS charge as per plan whichever is more is applicable. Both Local and National SMS

**(iv) All Feature COMBO STV ( for 2G Only) thru SMS only**

Feature	MRP in Rs.	S.Tax @ 12.36% in Rs.	Card value in Rs.	Validity in Days	SMS Keyword
100 Local SMS +50 MB Data +Rs.25 UV	62	6.82	55.18	7	COMBO62

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## (v) Withdrawal of STVs

- i) Voice STV with MRP of Rs.61 for Local Any Network Call @ Rs.0.30/Min has been withdrawn both through CTOP-UP and SMS.
- ii) Volume based SMS STVs Rs.21 (1000 Local SMS), Rs.36 (1000 Local + 500 National SMS), Rs.56 (2000 Local +1000 National SMS) and Rs.14 (Local & National SMS @ Rs.0.05/SMS) are withdrawn both through CTOP-UP and SMS.

## (vi) Revision of SMS Charges

Feature	Existing	Revised
Student Special Prepaid plan - Local SMS	5p/SMS (Any Net)	<b>5p/SMS (On Net)</b> <b>15p/SMS (Off Net)</b>

## (vii) All other terms and conditions will remain same.

The above tariff will be implemented with effect from 20.12.2012. The implementation of the revised tariff has been made in accordance with 43<sup>rd</sup> Amendment of Telecom Tariff Order issued by TRAI. Customers may be suitably informed about withdrawal of STVs.

Hence, it is requested to take necessary action to give wide publicity. 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](http://tamilnadu.bsnl.co.in)”

DGM (ITPC) HYB – For information and ensure uploading the information on the BSNL PORTAL.

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DGM(S&M-CM)/AGM (Mktg-CM), Chennai Telephones, Chennai – for infmn & necessary action pl.