

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/12-13/18

dt @ Chennai-6 the 21.07.2012.

Sub: Introduction of Special Tariff Voucher (STV) for Ramzan and Id-ul-Fitr under prepaid mobile services - reg.


Ref: C.O. Ir no: 26-18/2010-T&C-CM Circular No: 38/12-13 dt 19.07.2012.

Approval of the competent authority is hereby conveyed for the introduction of a STV under 2G and 3G prepaid mobile services through C-TOP-UP in Tamilnadu LSA (including Chennai Telecom District) for 30 days **with effect from 23.07.2012 to 21.08.2012.**

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 is for the information of all concerned please.


(S. BAMA)

AGM(Marketing-CM)

044-28290825, 9444979827

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.