

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/12-13/45

dt @ Chennai-6 the 05.01.13.

Sub: Rationalization of tariff of STVs with Unlimited call facility–reg.

Ref: CO. Circular No. 26-4/2012-T&C –CM No. 99 & 100/12-13 dated 02.01.2013/3.1.13.

Approval of the competent authority is hereby conveyed for the rationalization of tariff of STVs with Unlimited call facility under 2G & 3G prepaid mobile services in Tamil Nadu LSA (incl. CHTD) **with effect from 10.01.2013**. The details are given below:-

STV feature	Validity in days	MRP in Rs. (incl. of S.Tax)		SMS keyword to be sent to 53733	Amount to be deducted by IN
		Existing	Revised		
Unlimited Local On-net	30 days	300	344	VOICE344	306.16
Unlimited Local On-net	90 days	NEW	894	VOICE894	795.66
Unlimited Local/STD On-net	1 day	31	34	NA	NA
Unlimited Local/STD On-net	7 days	151	164	VOICE164	145.96
Unlimited Local/STD On-net	30 days	501	574	VOICE574	510.86
Unlimited Local/STD On-net	90 days	NEW	1494	VOICE1494	1329.66
1p/2sec Local Any Network	30 days	35	44	VOICE44	39.16

- Unlimited local on-net STVs 344, 894 & 44 are placed in Group I.
- Unlimited local/STD on-net STVs 34,164,574 & 1494 are placed in Group II.
- All the above Unlimited voice STVs are available for all prepaid plans.
- STV 44 (1p/2sec) is available for current plans and Nesam Group of plans only.
- Existing SMS keyword VOICE300, VOICE35, VOICE151 & VOICE501 are withdrawn.
- 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.