

## 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/170/Tariff/11-12/48

dt @ Chennai-6 the 05-08-2011.

Sub: Clarification on Validity Extension procedure for Student Special Plan - reg.

Ref : 1. C.O. Circular 23/11-12 dt 03.06.11 and clarification circular 24 dt 08-06-11

2. This office letter of even no.18 dt 20-06-11

Vide ref.(2), to extend the plan validity, the student special plan customer has to send SMS "STUDENT28" to 53733, ONE TIME before the expiry of validity, keeping sufficient amount (for talk time +Rs28 for monthly extension ),in his account, so that his plan validity is extended automatically every month along with the free 300 local SMS and 100MB free data in addition to the balance SMS+data and this procedure still continues.

Failure to give SMS as above, results in GP1 status and going back into active status is not possible at present, since extension of validity through C-TOPUP is not available.

To overcome this, all the CSC/Franchisees are hereby instructed **to get the consent from the customer in CAF itself** at the time of activating the plan, without fail, **for automatic deduction of validity extension charges (Rs.25.39)**.

Field units can prepare a rubber stamp as **"I,.....(Name of the customer), authorize BSNL to deduct automatically the validity extension charges (Rs.25.39) to extend the validity of Student special plan by 30 days from my account every month"** and signature of the customer should be obtained.

Approval of the competent authority is conveyed for the implementation of this revised procedure for extending validity for new and existing student special plan customers in TN LSA (including CHTD) with effect from **08.08.2011**.

However, the customers are to be suitably advised to keep sufficient amount in his account for automatic deduction to extend the validity every month.

(K.R. ARAVINDAVALLI)

AGM MKTG-CM

TN CIRCLE

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 please.

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