



**S&M-CM/165/RCVs & TOPUPs/2012-13/133**      **Dated @ Chennai-6**      **the 08.01.13.**

Sub: Full usage value equal to MRP on Top-ups with MRP Rs.180 to 550-reg.  
Ref: CO Circular No: 26-18/2010-T&C-CM No.90 /12-13 dt 12.12.12.

With reference to the CO orders under ref., approval of the competent authority is hereby conveyed for the **full usage value equal to MRP on Top-ups/C-top-ups/Flexi top-up with MRP Rs.180 to 550/- only in C-TOP-UP and Rs.220 in Paper Vouchers** for Tamilnadu LSA (incl. CHTD ) in 2G & 3G prepaid Mobile services for 13 days **from 14.01.2013 to 26.01.2013.**

The details are given below:-

The promotional offer is	<b>Full usage Value equal to MRP on Top-up Voucher/C TOP-UP/Flexi TOP-UP with MRP of Rs. 180 to 550.</b>
Period of Offer	<b>14.01.2013 to 26.01.2013</b>
Applicable for	TOP-UPs of MRP Rs.180 to 550 in C-TOP-UP/Flexi TOP-UP & Rs.220 in Paper voucher for Tamil Nadu Circle & Chennai Telecom. District.

Note: Wherever, the usage value offered with top-up voucher is more than the MRP, the higher usage value already offered will prevail.

This is for kind information and necessary action 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 pl.  
GM (F) / Sr. GM (TR) TN Circle, Chennai for information please.  
DGM In charge IN - Trichy & Bangalore - for necessary action please.  
DGM(NW-O)/DE Commercial, Coimbatore/ - For information & necessary action please.  
Heads of SSAs, -- 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(S&M-CM)/AGM(S&M-CM), Chennai Telephones, Chennai – For information please.  
DGM (ITPC) HYB – For information and ensure uploading the information on the BSNL PORTAL.