

General Manager (S & M - CM)

Sales & Marketing - Consumer Mobility

3rd Floor, New CTS Building

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भारत संचार निगम लिमिटेड

(भारत सरकार का उद्यम)

BHARAT SANCHAR NIGAM LIMITED

(A Government of India Enterprise)

S&M-CM/165/RCVs & TUs/12-13/121

dt @ Chennai-6 the 30.11.2012.

Sub: Promotional Offer - Full talk value on TU 220 with FREE PV/PCV - reg.

Approval of the competent authority is hereby conveyed for FULL TALK VALUE equal to MRP with FREE PV/PCVs as detailed below, for the TOP UP of MRP Rs.220 only, in Tamilnadu Circle on promotional basis, for 09 days with effect **from 01.12.2012 to 09.12.12.**

Plan or Plan continuation Voucher will be given FREE of COST to the active customers who recharge Top-Up of MRP Rs. 220 during the promotional period (01.12.12 to 09.12.12) **without freebies; but with validity.** Initially, this offer will be made available to select CURRENT PLANS only as given below:-

| PLAN NAME | Validity* | PV /PCV to be given FREE of COST to extend the validity alone. |
|-------------------|-----------|--|
| Per Second Plan | 180 days | PCV 34 |
| Per Minute Plan | 180 days | PCV 34 |
| General New | 180 days | PCV 34 |
| Student Special | 180 days | PV 97 |
| AnbuJodi Special | 90 days | PV 81 |
| New Nesam Special | 180 days | PCV 174 |

*Validity will be extended as per the existing procedure. (i.e. from the date of recharge of TU 220)

Note: The customers of Nesam and Nesam Special plan will be brought into New Nesam special plan on usage of TU 220 besides extending full talk value equal to MRP and extension of validity during the promotional offer period.

For the remaining current plans like Saral Anant, Jaijawan & Roamfree and for all the old plans (except Nesam and Nesam spl) usage of TOPUP Rs.220 will extend Full talk value equal to MRP during the promotional period. (01.12.12 to 09.12.12)

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