

General Manager (S & M - CM)

Sales & Marketing - Consumer Mobility

3rd Floor, New CTS Building

16, Greams Road, Chennai – 600 006

Phone: 044-28297878 Fax: 044-28297979



भारत संचार निगम लिमिटेड

(भारत सरकार का उद्यम)

BHARAT SANCHAR NIGAM LIMITED

(A Government of India Enterprise)

S&M-CM/166/3G Data card/ 13-14/8

dt @ Chennai-6 the

13-11-13.

Sub: Regularization of Uniform DATA STVs under prepaid Mobile services– reg.

Ref: (1). S&M-CM/166/3G Data card/ 12-13/ 140 dt @ Chennai-6 the 14-08-13.

(2) No.26-17/2009-R&C (Pt) Circular T&C-CM No. 60/13-14 date: 12.11.2013.

As per the letter under ref (1), the implementation of Unified Data STVs with lesser validity on promotional basis up to 12/11/13 in TN LSA was communicated.

Approval of the competent authority is conveyed for the implementation of the following Uniform 2G & 3G Prepaid DATA STVs in **Tamilnadu Circle on regular basis** with effect from **13.11.2013**. The details of Unified Data Special Tariff Vouchers are as under:-

| MRP of the Data STV (incl. of S.Tax) in Rs. | Bundled FREE Data in MB | Validity (in days) | Data Charges after FREE usage | SMS Keyword to be sent to 53733 | Amount to be deducted by IN in Rs. |
|---|-------------------------|--------------------|-------------------------------|---------------------------------|------------------------------------|
| 14 | 100MB | 3 | 2p/10KB | DATA14 | 12.46 |
| 35 | 240MB | 7 | 2p/10KB | DATA35 | 31.15 |
| 78 | 500MB | 15 | 2p/10KB | DATA78 | 69.42 |
| 96 | 700MB | 21 | 2p/10KB | DATA96 | 85.44 |

- All the above STVs can be activated either through C-TOP UP or through SMS.
- All other terms and conditions will remain same.


(S. BAMA)

AGM (Marketing-CM)

044-28290825

To

GM (NW-O CM), Trichy -1/ Coimbatore – For information & necessary action please.

Sr.GM (F) / GM (TR) TN Circle, Chennai for information please.

DGM (N/W-O-CM)/DE Commercial CBT – For information and necessary action please.

DGM/DE In-charge IN Trichy – For information and 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)/SDE MKTG, Chennai-6 - For information and informing Call Centre/Customer Service Centre Officials and ensure updating the information on the Website “Tamilnadu.bsnl.co.in”

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

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