

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/12-13/60

dt @ Chennai-6 the 08.04.13.

Sub: Introduction of two new Volume based STVs in prepaid mobile services – reg.

Ref: CO.approval no: 1090 dt 3.4.13.

Approval of the competent authority is hereby conveyed for the implementation of two new Volume based STVs under 2G & 3G prepaid mobile services in Tamil Nadu Circle on promotional basis for 90 days **with effect from 10.04.2013 to 08.07.2013**. 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 |
|---|------------------|-----------------------------|---------------------------------|-----------------------------|
| Local /National 190 SMS free to any network | 7 days | 19 | SMS19 | 16.91 |
| Local /National 720 SMS free to any network | 30 days | 72 | SMS72 | 64.08 |

- Both the above two new STVs are placed in Group III and are applicable while in Home LSA and National roaming.
- Both the above two new STVs are **applicable** for all plans.
- 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.