

General Manager (S & M - CM)  
Sales & Marketing - Consumer Mobility  
3<sup>rd</sup> 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)

No. GM (S & M –CM) /105-11/WIMAX /2012-13/47 dated at Chennai – 6 the 07-03-13

To

Heads of all SSAs  
BSNL,Tamilnadu Circle

Sub: Promotion of CDMA BSNL JOY – WIMAX TN for Unlimited post paid WIMAX customers -  
Reg

The BSNL JOY-WIMAX TN was introduced exclusively for WIMAX customers for voice call in Tamilnadu Circle w.e.f 28.01.13

**Main Features of the plan:**

- No activation charges
- Plan voucher Rs 34 is to be used for extending the validity of 180 days. The PV has freebies (6000 sec.BSNL Local calls + 25 MB data) to be used within 30 days
- Can enjoy all local and STD BSNL calls @1paise/2 sec ,other calls 1 ps/sec
- Happy hours slot 8 PM to 10 PM @10Paise/Min for BSNL Local calls

The proposal is a **PROMOTIONAL OFFER upto 24-04-13** . So far the customer base is only 2 (One in Nagapattinam,KMB SSA and other customer from Cuddalore SSA.

Tamilnadu Circle is having Wimax customemrs to the tune of 9700 ( assuming 70% of the people are using Unlimited WIMAX plans ,there is a lot of potential for this voice plan ). More marketing advertisements and awareness may be adopted to promote this plan among the Wlmax customers .

The customer has a choice to purchase **CDMA handset or BSNL IFWT** for making Voice calls. TheSSA's Nodal officers are requested to take necessary action to educate the CSC staff and customers regarding the introduction of this new plan to Customers and make it a SUCCESS. **The existing unlimited WIMax plans without this option will also continue.**

DGM(Mktg)  
o/o GM(S&M-CM)  
16-Greams Salai,Chennai-600 006

Copy To:1)Sr.GM (NWP-CM)/Chennai.- for kind information .  
2)Sr.GM(NW-O-CM)/CBT/TR.- for kind information .