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| Office of Chief General Manager(Telecom) Marketing Cell, Tamilnadu Telecom Circle Admn Building 16,Greams roadChennai-600 006  |  |  BHARAT SANCHAR NIGAM LIMITED(A Government of India Enterprise)1 |

Mktg: CS-CFA-/ Tariff Circular/ 2015-16/5 dated at Ch- 6 the 15/4/2015

To

All Heads of SSAs

Tamilnadu Circle.

Sub: Revision of land line tariff plans with introduction of unlimited free calling

 during night hours i.e 9PM to 7 AM on any network –reg.

Ref:1. CO lt 3-4/2015 R&C (CFA) Circular 3/15-16 dated 10.04.15

Corporate office vide above reference letters has conveyed about the revision of FMC for LL Rural/Urban General Plans, Special LL plan, alternative Unlimited tariff plans with introduction of unlimited free calls between 9 PM to 7 AM on LL and Mobile of any network within India.

**The date of effect for the above revision is applicable from 1.5.2015**.

The copy of the above Corporate office letter is enclosed herewith.

SSAs are requested to convey the above revision to the respective customers through the following means**.**

1. To call the customer over phone / mobile phone and intimate them about the above revision of tariff.
2. To send a post card by stamping the information by way of rubber stamp etc .The appropriate text may be selected and conveyed to the concerned customer.
3. To send the information through e mail for the customers having BB.
4. SMS blast to the customers who registered their mobile numbers with BSNL.
5. By making use of IVRS available with SSAs.

A sample text is given below. The plan name and relevant FMC may be filled separately for each plan.

“Dear customer your existing LL Plan (name)---------------the FMC has been revised from Rs------ to Rs ---- w.e.f 1.5.15. In this Plan you can make unlimited free calls between 9 PM to 7AM on LL and Mobile of any network within India. Thank you for your continued patronage in BSNL please.”

**The customer data base may please be obtained from IT wing of SSA/Circle Office**.

 (sd)

Deputy General Manager (S&M CFA),

O/o The General Manager (S&M-CFA),

BSNL, Tamilnadu Circle,

Chennai-6

Copy to:

1. Sr. General Manager (TR), O/o CGM BSNL, TN Circle, Chennai-600 006.

2. The Dy.GM (TR), to analyze the impact of the plan revenue wise after one month

 of implementation of the plan.

3. The Dy. General Manager ( IT), O/o CGM BSNL, TN Circle, Chennai-600 006.

4. AGM (MKTG-CFA)/ AGM (Udaan), GM S& M (CFA), 16, Greams Road, Chennai-6.

5. AGM (CSC), O/o GM S& M (CM), 3rd Floor, 16, Greams Road, Chennai-600 006.

6. AGM (BB), O/o the GM (Dev), No.60, Ethiraj Salai, Chennai-600 008.

7. Circle Intranet. 8. Spare.



