

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/GSM Genl/FWP/12-13/08

dt @ Chennai-6 the 09.08.2012.

Sub: Promotional Offer for selling the GSM based FWP - reg.

Ref : 1. S&M-CM/GSM Genl/FWP/10-11/04 dt @ Chennai-6 the 14.05.2012.

2. C.O. approval no: 846 dt 08.08.12.

Vide this officer letter under ref.(1), the Implementation of promotional offer for selling GSM based FWP with revised price & free talk time up to 12.08.2012 was intimated.

Vide C.O. mail under ref.(2), Approval of the competent authority is hereby conveyed for the extension of the above promotional offer for 90 days **from 14.08.2012 to 11.11.2012** in Tamilnadu LSA (incl. CHTD).

The details are given below:-

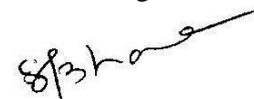
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|-------------------------------|---|
| Details | Promotional Offer from 14.08.12 to 11.11.12 (90 days) |
| Sale Price of GSM FWP | Rs.1000/- incl. of all taxes |
| SIM Card & activation | Rs.20/- (incl. of S.Tax) for the plans with plan vouchers 183,42 & 37 |
| SIM Validity | 7 days |
| Plan voucher | Customer has to purchase the plan Voucher as per his/her requirement (2) |
| Free talk time | Rs.125/-per month ON-NET – Local & STD for 12 months(not applicable on roaming) (3) |
| Validity of promotional offer | Upto 11.11.2012 |
| Commission to Franchisee | 8 % of original cost excluding all taxes |

(1) Existing Plan validity of one year with General Plans will continue to be available and SIM Cost Rs 20 is to be charged.

(2) Existing allowed Plan Vouchers are Rs.183 (New General), 42(Per Second Plan) & 37(Per Minute Plan).

(3) **The free talk value of Rs.125/- per month allowed for a month is to be utilized within the month for which it is allowed & no carry forward will be allowed.**

- This promotional offer is applicable for postpaid also.
- Existing validity extension/topup conditions as per the chosen Plan voucher shall be applicable and there is no change in all other terms and conditions including the activation procedure.


(S. BAMA)
AGM (Marketing-CM)
044-28290825, 9444979827

Contd..

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To

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

GM(S&M-CM), Chennai Telephones, Chennai – For information please.

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

DGM/DE IN Incharge - Trichy & Bangalore - for information & necessary action please.

DGM/DE Billing & IT – Trichy – for information and necessary action please.

DGM (N/W Ops-CM)/DE Commercial -Coimbatore - For information & necessary action please.

Heads of SSAs, -- for kind information and necessary action please.

DGM (Sales), AGM (MKTG II) & 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(S&M-CM)/AGM (Mktg-CM), Chennai Telephones, Chennai – for information & necessary action please.