

# 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)

**S&M-CM/166/3G Data card/ 11-12/84**

**dt @ Chennai-6 the**

**22-12-11.**

Sub : Promotional offer – Free 3G data card under 3G prepaid mobile services-reg.

Ref : C.O. Lr No.26-18/2010-T&C -CM No. 63/11-12 dt 23.09.2011.

Vide C.O. Circular ref. above, approval of the competent authority is conveyed, for the implementation of **FREE 3G DATA CARD (3.6 MBPS, Single Band, USB Type, Terracom Make )** to 3G prepaid data plan new customers, who make a commitment of longer period as detailed below, **in Tamilnadu LSA (incl. CHTD) with effect from 23.12.2011** . The details are as under: -

1. Cost of SIM – Rs.20.
2. The bundled FREE DATA Usage along with Validity for the eligible FRCs are given below:-

Bundled Usage* MB/Month	FREE DATA (anytime) in	FRC in Rs. (incl. of S.Tax)	Validity of FRC in months
2,000 MB		10,740	15 months
10,000 MB		10,080	8 months
15,000 MB		9,450	6 months

\*The free data usage will also be available while national roaming.

3. The above 3G FREE DATA Card scheme is available through BSNL, CSCs only.
4. The Plans will be available thru Sancharsoft only and not thru CTOPUP.
5. At the time of creation of the DATA plan, the freebies for the first month will be given and for the subsequent months it will be given on 1<sup>st</sup> of calendar month.
6. The unutilized bundled free data usage during the month , if any, will be nullified at the end of the month and will not be carried forward.
7. During the initial validity period (15/8/6 months), customer will have the option to use either 3G DATA RCVs/DATA TUs or any TOPUPs (charges @ 4p/10KB) as per his choice to browse the internet.
8. DATA RCVs will increase the validity of Main Account upto a max. of 450 days.
9. DATA TUs will work during the DATA RCV validity period only.
10. 3G Special plan will be the base voice plan for these DATA plans.
11. This promotional offer is valid for 90 days only. i.e. from 23.12.2011 to 21.03.2012.

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This is for the information of all concerned and suitable steps may be taken to popularize the scheme please.

  
(K.R. Aravindavalli)

AGM(Marketing-CM)

To

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

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

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

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

DGM (N/W-O-CM)/DE Commercial Coimbatore - For information & 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), 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.