General Manager (S & M - CM) Sales & Marketing - Consumer Mobility 3rd Floor, New CTS Building 16, Greams Road, Chennai – 600 006





S&M-CM/165/RCVS & TOPUPS/2011-12 / Dated @ Chennai 6

the 21-09-2011.

Sub: Full Talk Value offer for the Top-ups for 2days from 23-09-11 to 24-09-11-reg

Approval of the competent authority is hereby conveyed for the **full talk value offer** for all Top-ups of value from MRP Rs.100/- to Rs.1100/- in C-TOP-UP and MRP Rs.110/- and above in Paper vouchers in 2G & 3G prepaid Mobile services in TN LSA (including Chennai Telecom District) for two days from 23.09.2011 to 24.09.2011.

The details are given below:-

The offer is	Full Talk Value equal to MRP**	
Period of Offer	Two days (i.e.23.09.2011 to 24.09.2011)	
Applicable for	-All TOP-UPs* in Paper Vouchers of Value of Rs.110/- and aboveNew set of TUs from MRP Rs.100 to Rs.1100 in C-TOP-UP	
Other conditions	Wherever, the talk value offered with Top-up vouchers are more than the MRP of the Top-up vouchers, the higher talk value already available will prevail. This offer is applicable for both Tamilnadu Circle and Chennai TD .	

- *All the existing unsold paper RCVs are converted into TUs (as per the rationalization of tariff) and Full Talk time offer is available for these paper TUs of MRP Rs. 110/- and above also.
- ** Due to technical reasons in IN, for some denominations of TUs, full talk value will be 1 paisa less than MRP. (list is enclosed).

This is for kind information and necessary action please.

(KR. ARAVINDAVALLI)

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AGM MKTG-CM TN CIRCLE

To

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

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

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

DGM/DE In charge IN - Trichy & Bangalore - for necessary action please.

DGM(NW-O)/DE Commercial, Coimbatore - For information & necessary action please.

Heads of SSAs, -- 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(S&M-CM)/AGM(S&M-CM), Chennai Telephones, Chennai – For information please.

MRP	Talkvalue	OfferTalkvalue
100	90.66	99.99
110	99.73	110
120	108.79	119.99
130	117.86	129.99
140	126.93	140
150	135.99	149.99
160	145.06	160
170	154.13	170
180	163.19	179.99
190	172.26	190
200	181.32	199.99
210	190.39	210
220	199.46	220
230	208.52	229.99
240	217.59	240
250	226.65	249.99
260	235.72	259.99
270	244.79	270
280	253.85	279.99
290	262.92	290
300	271.99	300
310	281.05	309.99
320	290.12	320
330	299.18	329.99
340	308.25	339.99
350	317.32	350
360	326.38	359.99
370	335.45	370
380	344.51	379.99
390	353.58	389.99
400	362.65	400
410	371.71	409.99
420	380.78	420
430	389.85	430
440	398.91	439.99
450	407.98	450
MRP	Talkvalue	OfferTalkvalue
460	417.04	459.99
470	426.11	469.99
480	435.18	480
490	444.24	489.99
500	453.31	500
300	755.51	500

510 462.38 510 520 471.44 519.99 530 480.51 530 540 489.57 539.99 550 498.64 549.99 560 507.71 560 570 516.77 569.99 580 525.84 580 590 534.9 589.99 600 543.97 599.99 610 553.04 610 620 562.1 619.99 630 571.17 630 640 580.24 640 650 589.3 649.99 660 598.37 660 670 607.43 669.99 680 616.5 679.99 690 625.57 690 700 634.63 699.99 710 643.7 710 720 652.77 720 730 661.83 729.99 760 689.03			
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540 489.57 539.99 550 498.64 549.99 560 507.71 560 570 516.77 569.99 580 525.84 580 590 534.9 589.99 600 543.97 599.99 610 553.04 610 620 562.1 619.99 630 571.17 630 640 580.24 640 650 589.3 649.99 660 598.37 660 670 607.43 669.99 680 616.5 679.99 690 625.57 690 700 634.63 699.99 710 643.7 710 720 652.77 720 730 661.83 729.99 740 670.9 740 750 679.96 749.99 760 689.03 760 770 698.1	520	471.44	519.99
550 498.64 549.99 560 507.71 560 570 516.77 569.99 580 525.84 580 590 534.9 589.99 600 543.97 599.99 610 553.04 610 620 562.1 619.99 630 571.17 630 640 580.24 640 650 589.3 649.99 660 598.37 660 670 607.43 669.99 680 616.5 679.99 690 625.57 690 700 634.63 699.99 710 643.7 710 720 652.77 720 730 661.83 729.99 740 670.9 740 750 679.96 749.99 760 689.03 760 770 698.1 770 780 707.16 <	530	480.51	530
560 507.71 560 570 516.77 569.99 580 525.84 580 590 534.9 589.99 600 543.97 599.99 610 553.04 610 620 562.1 619.99 630 571.17 630 640 580.24 640 650 589.3 649.99 660 598.37 660 670 607.43 669.99 680 616.5 679.99 690 625.57 690 700 634.63 699.99 710 643.7 710 720 652.77 720 730 661.83 729.99 740 670.9 749.99 760 689.03 760 770 698.1 770 780 707.16 779.99 800 725.29 799.99 810 734.36	540	489.57	539.99
570 516.77 569.99 580 525.84 580 590 534.9 589.99 600 543.97 599.99 610 553.04 610 620 562.1 619.99 630 571.17 630 640 580.24 640 650 589.3 649.99 660 598.37 660 670 607.43 669.99 680 616.5 679.99 690 625.57 690 700 634.63 699.99 710 643.7 710 720 652.77 720 730 661.83 729.99 740 670.9 740 750 679.96 749.99 760 689.03 760 770 698.1 770 780 707.16 779.99 800 725.29 799.99 810 734.36	550	498.64	549.99
580 525.84 580 590 534.9 589.99 600 543.97 599.99 610 553.04 610 620 562.1 619.99 630 571.17 630 640 580.24 640 650 589.3 649.99 660 598.37 660 670 607.43 669.99 680 616.5 679.99 690 625.57 690 700 634.63 699.99 710 643.7 710 720 652.77 720 730 661.83 729.99 740 670.9 740 750 679.96 749.99 760 689.03 760 770 698.1 770 780 707.16 779.99 800 725.29 799.99 810 734.36 809.99 840 761.56	560	507.71	560
590 534.9 589.99 600 543.97 599.99 610 553.04 610 620 562.1 619.99 630 571.17 630 640 580.24 640 650 589.3 649.99 660 598.37 660 670 607.43 669.99 680 616.5 679.99 690 625.57 690 700 634.63 699.99 710 643.7 710 720 652.77 720 730 661.83 729.99 740 670.9 740 750 679.96 749.99 760 689.03 760 770 698.1 770 780 707.16 779.99 800 725.29 799.99 810 734.36 809.99 MRP Talkvalue OfferTalkvalue 820 743.	570	516.77	569.99
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640 580.24 640 650 589.3 649.99 660 598.37 660 670 607.43 669.99 680 616.5 679.99 690 625.57 690 700 634.63 699.99 710 643.7 710 720 652.77 720 730 661.83 729.99 740 670.9 740 750 679.96 749.99 760 689.03 760 770 698.1 770 780 707.16 779.99 800 725.29 799.99 810 734.36 809.99 MRP Talkvalue OfferTalkvalue 820 743.43 820 830 752.49 829.99 840 761.56 840 850 770.63 850 860 779.69 859.99 870 788.7	620	562.1	619.99
650 588.3 649.99 660 598.37 660 670 607.43 669.99 680 616.5 679.99 690 625.57 690 700 634.63 699.99 710 643.7 710 720 652.77 720 730 661.83 729.99 740 670.9 740 750 679.96 749.99 760 689.03 760 770 698.1 770 780 707.16 779.99 790 716.23 790 800 725.29 799.99 810 734.36 809.99 MRP Talkvalue OfferTalkvalue 820 743.43 820 830 752.49 829.99 840 761.56 840 850 770.63 850 860 779.69 859.99 890 806.89 889.99 890 806.89 889.99	630	571.17	630
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670 607.43 669.99 680 616.5 679.99 690 625.57 690 700 634.63 699.99 710 643.7 710 720 652.77 720 730 661.83 729.99 740 670.9 740 750 679.96 749.99 760 689.03 760 770 698.1 770 780 707.16 779.99 790 716.23 790 800 725.29 799.99 810 734.36 809.99 MRP Talkvalue OfferTalkvalue 820 743.43 820 830 752.49 829.99 840 761.56 840 850 770.63 850 860 779.69 859.99 870 788.76 870 880 797.82 879.99 890 806.89 889.99 900 815.96 900 910 825.02 909.99 920 834.09 920 930 843.16 930	650	589.3	649.99
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920 834.09 920 930 843.16 930 940 852.22 939.99	900	815.96	900
930 843.16 930 940 852.22 939.99	910	825.02	909.99
940 852.22 939.99	920	834.09	920
	930	843.16	930
950 861.29 950	940	852.22	939.99
	950	861.29	950

960	870.35	959.99
970	879.42	970
980	888.49	980
990	897.55	989.99
1000	906.62	1000
1010	915.68	1009.99
1020	924.75	1019.99
1030	933.82	1030
1040	942.88	1039.99
1050	951.95	1050
1060	961.02	1060
1070	970.08	1069.99
1080	979.15	1080
1090	988.21	1089.99
MRP	Talkvalue	OfferTalkvalue
1100	1050	1100