

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/164/Booster-STVs/11-12/76

dt @ Chennai-6 the 16.11.2011.

Sub: Rationalization of tariff of SMS packs under 2G & 3G prepaid mobile services- **reg.**

Ref : C.O ECT approval no.554 dt 24-10-11

Vide above cited CO ECT approval, approval of the competent authority is hereby conveyed for the implementation of NEW SMS packs (via C-TOP-UP & through SMS) applicable to 2G & 3G prepaid mobile services, **for use in Home LSA and also on roaming**, in Tamilnadu LSA (including CHTD in 2G only) **with effect from 17-11-2011.**

The details are given below:-

Particulars	MRP in Rs. (incl. of S.Tax)	Validity in days	Amount to be deducted in IN while activating thru SMS (Rs.)	Format for sending SMS to 53733	Remarks
3000 Local+National+Roaming	36	30	32.64	SMS36	NEW
4500 Local+National+Roaming	46	45	41.70	SMS46	NEW
6000 Local+National+Roaming	56	60	50.77	SMS56	NEW
1500 Local SMS FREE	21	15	19.04	SMS21	Continue to exist with revised 1500 Local from 1000 Local
Local/national SMS @ Rs.0.05/SMS	14	30	12.69	SMS14	Continue to exist
2000 Local&1000 Local/National SMS FREE	53	30	48.05	SMS53	withdrawn
1000 Local&500 Local/national SMS FREE	32	15	29.01	SMS32	withdrawn

Note: **The existing SMS Boosters of MRP 32 & 53 are withdrawn from Ctopup and through SMS w.e.f 23.59hrs of 16-11-2011 and the New STVs are introduced in Ctopup and through SMS from 00.00hrs of 17-11-11.**

- The present tariff/ Free SMS will continue to be available till the expiry of the current SMS STVs activated upto 23.59 hrs of 16-11-11.
- The usage value allowed with the above STVs is “NIL”.

All the new SMS STVs(Boosters) are made available in Group III in Multiple Boosters for both 2G & 3G customers with the existing terms and conditions.

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- The SMS STVs/SMS Packs under 2G & 3G Prepaid mobile services will not be applicable on “Blackout days”. Normal SMS charges as per plan will be applicable on “Blackout days”.
- All other terms & conditions will remain same.

(A.R. Paulraj)

DGM (S&M-CM)

044-28290825, 9486104455

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 (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 (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.