

ENTERPRISE BUSINESS UNIT
TAMILNADU TELECOM CIRCLE
No. 60, Ethiraj Salai, (4th Floor)
Egmore, Chennai – 600008.
Tel: 044-28256000 Fax: 044-28251718



भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)
BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

EBU/ TN/Mobile VAS/PRBT/2012-13/ 49

Dated 6/11/12.

To

All Heads of SSA

Sub: Provision of Name Tunes Service -reg.

Ref: Lr no: 104/03/2011-12/VAS/Onmobile/45 dated 25.09.2012

Kindly refer to the letter issued by DGM(Mktg), O/O GM(S&M-CM), BSNL, TN Circle (Copy enclosed). Name Tunes service is a Value Added Service recently launched in Tamilnadu Circle. By providing this service to Corporate/ Commercially Important customers, the Ring Back Tone will be "Thank you for calling". The monthly charges will be Rs.42. Customers can opt this service by giving a SMS NT<space> <Name> to 56799.

If the requirement is in Bulk, EB unit will arrange for providing the service to the customers without the individual request on SMS to 56799. It is requested that wide publicity may please be given about this service to all the EB Customers. Andhra Pradesh Circle has provided this service to 1lakh customers. In a similar way, Tamilnadu Circle will also bring in more customers for this new VAS and generate more revenue.

(V.VELAPPAN)
Deputy Genl Manager(Enterprise Business)
BSNL, Tamilnadu Circle.

Encl: As above.

Copy to:

1. DGM(Mktg), O/O GM(S&M-CM), BSNL, TN Circle for kind information.

48

General Manager (S&M-CM)
Sales & Marketing - Consumer Mobility,
3rd Floor, New CTS Building,
16, Greaves Road, Chennai-600 006.
Tel.: 044-28297878
Fax: 044-28297979



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BSNL 3G)))) **BSNL LIVE**
Faster than your thoughts 2010

Lr.No.104/03/2011-12/VAS/On-Mobile dated/45 dated at Chennai the 25/09/2012

Sub: Launching of VAS Service in Tamilnadu Circle – BSNL Name Tunes – reg

Ref: Recommendations of NVSC Meeting held at Bagalore on 09th July 2012.

As per the Recommendations of National VAS Steering Committee Meeting (NVSC) referred above, BSNL Tamilnadu Circle has launched the BSNL Name Tunes (BSNL Tunes) Services in Tamilnadu Circle from 26th September 2012.

Customers can avail the BSNL Name Tunes Service, by sending the following SMS to 56799, subject to the availability of their names in the server, for the present.

NT <space> <Name>

Charges Applicable:

Subscription Charges: Rs.30/Month

Name Tunes Charges : Rs.12/Month

The attached image (in the next page of this document) may be printed and displayed in all the CSCs and wide publicity should be given to the product to make it a big success.

(V.Balasubramanian)
Dy General Manager (Mktg)
o/o GM(S&M-CM),
BSNL, Tamilnadu Circle

Copy to:

- 1) All the Heads of SSAs
- 2) Sr GM (NW-O) at Coimbatore
- 3) GM (VAS - South Zone) at Trichy
- 4) DGM CS/DGM (Sales) O/O GM (S&M) -CM

(Cont ...d)

To popularize among corporates & take up with SSAs

All ACms EB

SDE VAS

30/10/12

30/10

30/10/12

30/10/12

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BSNL
MOBILE

உங்கள் பெயரை
BSNL TUNE

ஆக செட் செய்ய NT<space><Your NAME> என்று
டைப் செய்து 56799 க்கு SMS அனுப்பவும்.

पंजीकृत एवं निगमित कार्यालय : भारत संचार भवन, हरीश चन्द्र माथुर लेन, जनपथ नई दिल्ली- 110 001
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