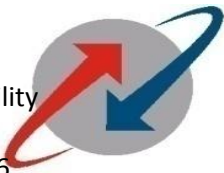


General Manager (S & M - CM)
Sales & Marketing - Consumer Mobility
3rd Floor, New CTS Building
16, Greams Road, Chennai – 600 006
Phone: 044-28297878 Fax: 044-28297979



भारत संचार निगम लिमिटेड
(भारत सरकार का उद्यम)
BHARAT SANCHAR NIGAM LIMITED
(A Government of India Enterprise)

GM (S & M –CM) /105-17/2010-11/20

dated at Chennai – 6 the 14.05.2012

To

Heads of all SSAs,
BSNL, TN Circle.

Sub: With drawl of Promotional offer under CDMA prepaid services -Reg

Ref :- (1)_GM (S & M –CM) /105-17/2010-11/20 dated at Chennai – 6 the 19.04.2012

Ref :- (2) ECT approval No:750 received from C.O for Kerala Circle.

With reference to the subject cited under Ref (1) CDMA promotional offers were relaunched for 90 days from 11.04.12 to 09.07.12 for entire South Zone. Now Corporate office has decided to withdraw the Promotional offers with immediate effect in view of revision of CDMA Tariff as per ECT approval 750..

Hence. the approval of competent authority is here by conveyed to withdraw the following promotional Offer on CDMA Prepaid services with immediate effect. It is requested to take necessary action to educate the CSC staff and to give the wide publicity on the above with drawl.

- a. 50 % Extra talk value on all TOPUPs including C-TOPUP**
- b. Promotional offer under CDMA Prepaid Plan 900 General**
- c. Promotional offer for STV**

DGM(Mktg),
O/o GM(S&M-CM),
BSNL., Tamilnadu Circle,
Chennai 600006
9486100625

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/ Billing –SZ_- Trichy - for information 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.