

TELEFONICA BRASIL S.A.  
Form 6-K  
March 07, 2013

**UNITED STATES**

**SECURITIES AND EXCHANGE COMMISSION**

**Washington, D.C. 20549**

**FORM 6-K**

**REPORT OF FOREIGN PRIVATE ISSUER PURSUANT TO RULE 13a-16 OR  
15d-16 UNDER THE SECURITIES EXCHANGE ACT OF 1934**

For the month of March 2013

Commission File Number: 001-14475

**TELEFÔNICA BRASIL S.A.**

(Exact name of registrant as specified in its charter)

**TELEFONICA BRAZIL S.A.**

(Translation of registrant's name into English)

**Rua Martiniano de Carvalho, 851 21o andar  
São Paulo, S.P.  
Federative Republic of Brazil**

(Address of principal executive office)

Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F:

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1):

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7):

---

TELEFÔNICA BRASIL S.A.

Publicly-held Company  
CNPJ MF 02.558.157/0001-62 - NIRE 35.3.001.5881-4

**NOTICE OF MATERIAL FACT**

The management of Telefônica Brasil S.A. ("Company") announces that will be invested in 2013, the amount of R\$ 5.7 billion, excluding licenses and mergers and acquisitions, in line with the Company's strategy of ensuring quality in service provision.

São Paulo, March 7th, 2013.

Paulo Cesar Pereira Teixeira  
Investor Relations Officer  
**Telefônica Brasil S.A.**

Investor Relations  
Tel: +55 11 3430 8901

Email: [ir.br@telefonica.com](mailto:ir.br@telefonica.com)

Available information: [www.telefonica.com.br/ir](http://www.telefonica.com.br/ir)

---

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

**TELEFÔNICA BRASIL S.A.**

Date: March 7th, 2013

By:

/s/ Carlos Raimar Schoeninger

Name: Carlos Raimar Schoeninger

Title: Investor Relations Director