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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):

Yes

No

X

TELEFÔNICA BRASIL S.A.

PUBLICLY-HELD COMPANY

CNPJ/MF nº 02.558.157/0001-62 – NIRE 35.3.0015881-4

NOTICE TO THE MARKET

Telefônica Brasil S.A. (“Company”) announces to its shareholders and to the market in general that the Board of Directors, in a meeting held on this date, elected Mr. **David Melcon Sanchez-Friera** to fill the position of Chief Financial Officer, Investor Relations and Corporate Resources Officer, complementing the current mandate.

The Director here elected was initially appointed to the position, but his actual election and investiture were conditioned to the obtainment of permission by the Ministry of Labor and Employment, a requirement that was fully met.

With the effective election and investiture of Mr. **David Melcon Sanchez-Friera**, the interim exercise of the position by Mr. Amos Genish ends on this date.

The Chief Executive Officer and General Secretary and Legal Officer will continue to be exercised by the current holders: Messrs. Amos Genish and Breno Rodrigo Pacheco de Oliveira, respectively.

São Paulo, April 08, 2016.

David Melcon Sanchez-Friera

Investor Relations Officer

Telefônica Brasil – Investor Relations

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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.

Date: April 8, 2016

TELEFÔNICA BRASIL S.A.
By: /s/ Luis Carlos da Costa Plaster
Name: Luis Carlos da Costa Plaster
Title: Investor Relations Director
