



No. 64-50/09-Broadband

Dated: 25-06-2009

To

All Chief General Managers,
Telecom Circle/District.

Subject: Aggressive Marketing Push for Broadband.


As you are already aware BSNL has planned to provide an additional 5 million broadband connections during the year 2009-2010, which require at least 3-times faster the provision than the prevailing rate. Therefore, we have to find out various methods to push the and sell the broadband connections.

Some of the steps that you could take are :

- (i) Follow-up the computer bundling schemes both in urban and rural areas as suggested by Corporate Office. Circles are already authorized to have a computer bundling tie-ups at local level to .
- (ii) The target customers for broadband are mainly youth in the age group of 15-35 years. Colleges are getting opened in the last week of June or first week of July, 2009. It is suggested that you may put a stall with trained sales executives in every college premises for at least 15-days. The sales team may focus in only on popular Combo Plan 199 & 299 and book the connections on the spot. Some limited period promotional schemes, which do not have a recurring effect, could also be explored.
- (iii) Aggressive advertising campaigns through local Newspapers, local cable TV, local radio, outdoors, banners etc. may also be considered. In case, any Circle needs help for creative, corporate office can assist.

Circles may also evolve any other innovative strategy to augment the broadband demand, which may also be shared with Corporate Office, so that, if found suitable & workable; the same may be circulated to other Circles also.

Please note that ambitious targets have also been fixed for 100-days programme which are being periodically monitored. Adequate equipments are already available to meet these targets.


(ANIL JAIN)
GM (Broadband)

Copy for kind information to :

1. The CMD BSNL
2. The Director (CFA), BSNL Board
3. All GMs (Broadband) Telecom Circles & Districts for necessary action.