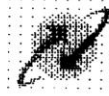


Office of  
Chief General Manager, BSNL,  
TN Circle, Marketing Cell CFA,  
Ground Floor, New CTS Building,  
No. 16, Greams Road,  
Chennai - 600 006.

BHARAT SANCHAR NIGAM LIMITED  
(A Government of India Enterprise)



Mktg/Promotional Scheme-Landline/2011-12/6

dated at Chennai-6, the 15/06/2012


Sub: Popularizing "Pyari Jodi" under CDMA services - reg.

"Pyari Jodi" Prepaid scheme under CDMA prepaid services has been launched in Tamilnadu circle for 90 days w.e.f 06.06.2012. (Corporate office letter No. 24-2/2011 -T&C-CM dt. 31-05-12).

In this connection, Customers has to get connections under any one of the CDMA RUIM general, Plan-900-IFWT or Plan-500-IFWT under "Pyari Jodi" and make local calls free to any one of BSNL Landline/WLL number in his name against which the RUIM connection was given. No concession in call charges from Landline/WLL number to Pyari Jodi mobile number will be allowed.

Hence it is here by requested, that the Pyari Jodi in CDMA Prepaid may be popularized in all SSAs in addition, the Landline/WLL customers may be informed about the scheme through IVRS and printed message in the Landline Bill to make the scheme a success.

It is also requested to popularize RUIM CDMA Pyari Jodi plan through marketing activities like melas, media coverage, press note etc.

  
(C.Selvaraj)  
Deputy General Manager (S&M)-CFA  
O/o CGM, BSNL, TN Circle,  
Chennai- 600006.

To  
All Heads of SSAs.  
Tamilnadu Circle.

Copy to:

Call Centre, Trichy.