



To

Heads of all SSAs

No: MKTG/CFA/Promotional Scheme-Bfone/Part I/2011-14/53 dt at Ch-6 the 10.2.2015

Sub: Promotional scheme of '50% installation fees waiver' for new LL, BB, LL+BB customers up to 31-03-2015 - reg

Ref: No. BSNL HQrs ltr no. 3 - 4 / 2013-R&C - CFA Dated 09-02-2015

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BSNL Corporate Office Vide letter referred above has approved the **Promotional scheme of '50% installation fees waiver' for new LL, BB, LL+BB customers with immediate effect up to 31-03-2015 for Tamilnadu Circle.** (Copy enclosed)

The details of the promotional scheme are as follows:-

- To waive off Rs 375/- (For urban customers) and Rs 275/- (for Rural customers) on installation fee under new Landline connection category.
- To waive off Rs 125/- on installation fee under new Broadband connection category over existing Landline connection.
- To waive off Rs 500/- (for urban customers) and Rs 400/- (for Rural customers) on installation fee under the category of new 'LL+BB' connection.

All the SSAs are requested to utilize this promotional offer to promote more connections. As the promotional offer period covers valentine's day, Women's day and year end, various marketing activities may be planned and carried out accordingly to maximize the enrollment of connections please.

[S. Sabeesh]
General Manager(S&M-CFA),
BSNL, TN Circle, Chennai-6