

**ENTERPRISE BUSINESS UNIT
TAMILNADU TELECOM CIRCLE**
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12/c
भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)
BHARAT SANCHAR NIGAM LIMITE
(A Govt. of India Enterprise)

No.BDC/TN/Target Review /2011-12 dated at Chennai 600 008, the 16.8.2011.

To
The Heads of all SSAs,
Tamilnadu Circle

Sub: Business from Small & Medium Industries – Special focus – reg.


In order to give more focused attention to the Corporate customers, it is proposed to target each market segment every month. For marketing of all services of BSNL viz. Leased Data Circuits, Mobile & Landline, ISDN PRI, VAS, IN services including IN VPN etc., August and September 2011 has been declared as “Small & Medium Scale Industries” months.

All efforts may be made to meet the customers of the Small and Medium scale Industries, analyse their Telecom requirement, propose necessary Network solution with competitive tariff (matching tariff, discount if any, is to be taken up with the EB Unit Circle office) so as to acquire additional business and retaining the existing customers in Industrial market segment.

The list of Industrial complexes SSA wise is uploaded along with this letter in TN circle intranet on 17.8.2011.

Feedback, if any, in this regard may be sent to this office please.

Encl.As above


(K.S.R.SURESH KUMAR),
Addl.General Manager(EB),
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