



EBU/ TN/Bulk SMS/III/18

dated 9 /06/2014.

To

All Heads of SSA.

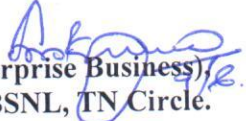
Sub: Popularisation of Retail Commercial Bulk SMS-reg.

BSNL TN Circle is doing Retail Commercial BulkSMS business with complete work support from Sales And Marketing CM Unit. Every year, the no of customers from various segments like Jewellery showrooms, Textile showrooms, Educational institutions and other Govt Departments like Election commission, Health Department and Corporations are using this services and users are increasing. Now, with the support given by our technical team, the Retail Bulk SMS package has been improvised so that more SMS can be sent per day.

This time being, the admission time for the schools and colleges, more focus can be given to capture business from Educational institutions for placing their advertisements through Bulk SMS. Recently Tirunelveli SSA and Cuddalore SSA have grabbed such business and response from the Public is encouraging the users. Other SSAs are requested to grab new business from schools and colleges and other educational institutions.

Most of the Commercial organizations like Jewellery shops, Textile shops etc., give offer on their products, and they want to give advertisement about this offer to common public at affordable rates. Such customers can also be approached and informed about our Retail Commercial Bulk SMS.

SSAs are requested to visit more and more customers from the above mentioned segments to get additional business.


GM (Enterprise Business)
BSNL, TN Circle.

Copy to:

General Manager(Sales and Marketing-CM),Greems Road, Chennai-6.