

ENTERPRISE BUSINESS UNIT  
TAMILNADU TELECOM CIRCLE  
No. 60, Ethiraj Salai, (4<sup>th</sup> Floor)  
Egmore, Chennai – 600008.  
Tel: 044-28256000 Fax: 044-28251718



भारत संचार निगम लिमिटेड  
(भारत सरकार का उपक्रम)  
**BHARAT SANCHAR NIGAM LIMITED**  
(A Govt. of India Enterprise)

EBU/TN/VAS-Genl / 28

dated 15/03/12

To

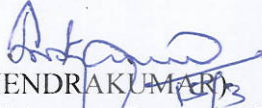
All Heads of SSA  
Tamilnadu Circle.

Sub: Approval for special discounts to Corporate/ Commercially Important Customers-reg.

Enterprise Business Unit receives requests from various SSAs seeking approval from Circle office for special discounts/ reduced rates to Corporate/ Commercially Important Customers for various services like Bulk SMS, Customized SMS, Cell Information Display, Mobile services, Data Circuits and other services. For some cases, the reduced rates are offered to the customers and services provided to the customers to grab the business in this competitive scenario. While processing the cases for approval, it has been commented upon that proposals with very lower rates/ heavy discounts should not be encouraged and prior approval of CGM should be sought for all proposals. The practice of seeking post facto approval should be avoided.

Hence it is requested that requests from SSAs for approval for special discounts to Corporate/ Commercially Important customers may please be forwarded to Circle Enterprise Business unit well in advance and get the approval of CGM before offering the rates to customers.

Thanks and regards,

  
(J.MAHENDRAKUMAR)  
General Manager (Enterprise Business)