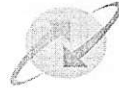


**Sales & Marketing-CM**  
219, Eastern court  
Corporate Office, New Delhi-1  
Tel No 23326544, Fax 23326545  
ddg\_sales@bsnl.co.in



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

No.27-18/2011-S&M-CM/33

Date: 11.04.2013

To

The Chief General Manager  
All Telecom Circles/Districts  
BSNL

**Subject: Deferment of implementation of Trade Scheme for the FY-2013-14.**

**Ref: - This office no. 27-18/2011-S&M-CM dated 03.12.2012 & even no. dated 12.12.2012**

Kindly refer this office letter no. 27-18/2011-S&M-CM/25 dated 12.12.2012 a Trade Scheme for channel partners was conveyed from this office and subsequently the same was deferred up-to 31.03.2013 due to technical reasons vide this office letter no. 27-18/2011-SM-CM dated 03.12.2012.

In view of feedback received from ITPC circle regarding technical feasibility for the implementation of Trade scheme in Sanchar-Soft and clarification/suggestion sought by few circles, it has been decided by the competent authority that the circles may implement the new Trade scheme w.e.f 01.07.2013, till that time circles may continue to launch the existing Trade Scheme up-to 30.06.2013.

As the scheme is now proposed to be implemented w.e.f 01.07.2013, all telecom circles/districts are requested to send feedback/suggestions by 25.04.2013 positively about the proposed scheme for the further improvement of the scheme.

Circles are also requested to co-ordinate with ITPC for further technical arrangements for implementation of the revised Trade Scheme w.e.f 01.07.2013.

(Upendra Bakolia)  
Addl. GM (S&M)-CM