

General Manager (S & M - CM)

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भारत संचार निगम लिमिटेड
(भारत सरकार का उद्यम)
BHARAT SANCHAR NIGAM LIMITED
(A Government of India Enterprise)

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No. GM (S&M-CM)/T-219/ 15-16/Trade scheme / 75 dted 15.07.2015

To
All Heads of SSAs,
Tamil Nadu Circle.

SUB: Removal of mandatory condition of First recharge of Rs. 35 /- under Trade Scheme -**reg**

Ref: 1. C.O Ir no 27-10/2015- S&M –CM/28 /dted 13/07/2015.

2. GM (S&M-CM)/T-219/ 15-16/Trade scheme /73 dted 30.05.2015

Kindly refer the letter under reference (2) wherein the new **Trade scheme** for Channel Partners for **3 months period from June 2015 to August 2015** has been communicated.

In this regard, **approval of CGM, Tamil Nadu Circle is hereby conveyed** for the **removal of mandatory condition of first recharge of Rs.35 as first Topup/ STV/ Data STV under Trade scheme** for the month of **July 2015 & August 2015** (ref(1)) as a promotional measure.

As the target for the SIM activation for the month of July 2015 (which is 157000) has to be achieved, all the SSAs are requested to popularise the removal of mandatory condition of first recharge of Rs.35 as first Topup/ STV/ Data STV among the Franchisees/Retailers/DSAs so as to increase the SIM sales.

More benefits are extended to Franchisee/ DSAs /Retailers with the intension to increase the SIM sales through channel Partners. All the SSAs are requested to make use of this facility to a great extend so as to make the trade scheme fruitful.


Sr.General Manager (S&M -CM &CFA)
Tamil Nadu Circle, Chennai.