

# General Manager (S & M - CM)

Sales & Marketing - Consumer Mobility  
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भारत संचार निगम लिमिटेड

(भारत सरकार का उद्यम)

**BHARAT SANCHAR NIGAM LIMITED**

(A Government of India Enterprise)

S&M-CM/GSM Genl/FWP/10-11/59

dt @ Chennai-6 the 30.06.2011.

**Sub: Promotional Offer for selling the GSM based FWP - reg.**

**Ref :** S&M-CM/GSM Genl/FWP/10-11/51 dt @ Chennai-6 the 20.04.2011.

Vide this officer letter under ref., the implementation of promotional offer for selling GSM based FWP with revised price & free talk time upto 30.6.2011 was intimated.

Approval of the competent authority is hereby given for the extension of the above said promotional offer for a further period of seven days from 01.07.2011. (i.e. from 01.07.2011 to 07.07.2011).

The details are given below:-

Details	Promotional offer w.e.f 01.07.11 to 07.07.11
Sale Price of GSM FWP	Rs.1450/- incl. of all taxes
SIM Card*	Free on 2G Special Plan with <b>Plan validity of one year (1)</b>
SIM activation	ENRG<name of prepaid plan><FWP><Mobile number>
FRC	Customer has to purchase the FRC 111 only
Free talk time	Rs.150/-per month ON-NET – Local & STD for 12 months(not applicable on roaming)
Validity of promotional offer	Up to 07.07.2011
Commission to Franchisee	8 % of the Sale Price

\*the existing paired SIMs will continue to be used.

(1) Only 2G Special Plan is allowed with FREE SIM (paired). & initial validity is 365 days instead of usual 180 days. Recharge condition will be applicable after 365 days instead of 180 days.

  
(K.R. Aravindavalli)

AGM(Marketing-CM)

044-28290825, 9443100876

To

GM (NW-O CM), Trichy -1/ Coimbatore – For information please.

GM(S&M-CM), Chennai Telephones, Chennai – For information please.

GM (F) / Sr. GM (TR) TN Circle, Chennai for information please.

DGM/DE IN Incharge - Trichy & Bangalore - for information & necessary action please.

DGM (Billing & IT) – Trichy – for information and necessary action please.

DGM (N/W Ops-CM)/DE Commercial -Coimbatore - For information & necessary action please.

Heads of SSAs, -- for kind information and necessary action please.

DGM (Sales), AGM (MKTG II) & AGM (Sales), Chennai-6 –For information and informing Sales Heads , franchisee managers and retail managers and other Channel partners along with commission structure as applicable.

DGM (CS), Chennai-6 - For information and informing Call Centre/Customer Service Centre Officials and ensure uploading the information on the website “tamilnadu.bsnl.co.in” .

DGM(S&M-CM)/AGM (Mktg-CM), Chennai Telephones, Chennai – for information & necessary action please.