

General Manager (S & M - CM)
Sales & Marketing - Consumer Mobility
3rd Floor, New CTS Building
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भारत संचार निगम लिमिटेड
(भारत सरकार का उद्यम)
BHARAT SANCHAR NIGAM LIMITED
(A Government of India Enterprise)

GM(S&M-CM)/105-8/3G data card/2013-14/ dt at Chennai 600006 the 27.06.2013

To

Heads of all SSAs,
Tamilnadu Circle

Sub: **Reduced rate of 3.6 Mbps and 7.2Mbps 3G Data cards – Promotional offer extended upto 28.09.2013.**

Ref: This office letter No. GM(S&M-CM)/105-8/3G data card/2013-14/ dt 18.06.2013 and BSNL C.O. **ECT Approval no. 1186 dt 24.06.2013**

On the request of Tamilnadu Circle letter cited above, BSNL C.O. has approved the proposal and **extended** the offer of the special discount of 20% on the sale price of 3.6Mbps and 7.2 Mbps 3G USB type HSDPA data cards for another 90 days i.e **from 01.07.2013 to 28.09.2013.**

Item	Sale price as per PO	Promotional offer	Reduced price
3.6 Mbps 3G Data card	Rs.1600+80 = 1680	20% discount	Rs.1280+64=1344
7.2 Mbps 3G Data card	Rs.2000+100=2100	20% discount	Rs.1600+80=1680

It is requested that the extension of reduced rate offer may be brought to the notice of all concerned for taking necessary action to increase the sale of 3G data cards. Press note and Proper advertisement as deemed fit may be made to generate adequate response.

Francis Sankaranarayanan

Asst. General Manager (Mktg2)
16, Greams Road,
Chennai 600006

Copy to:

- 1) Sr. GM (NW-O-CM)/Trichy / CBT– for kind information
- 2) GM(TR)/GM(Fin), O/o CGM(T)., Chennai 600002 – for kind information
- 3) DGM (Pricing-CM), P& P Section, BSNL Corporate office, 6 th Floor, Bharat Sanchar Bhawan, H C Mathur Lane, Janpath, New Delhi 110001 (FAX No: 011-23717767) – for kind information
- 4) DE(Commercial)., CBT
- 5) DGM(CS)/ (Sales) O/o GM(S&M-CM)., 16, Greams Road, Chennai 600006