

General Manager (S & M - CM)
Sales & Marketing - Consumer Mobility
3rd Floor, New CTS Building
16, Greams Road, Chennai – 600 006



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

S&M-CM/162/New Plans & Promotions/2013-14/82 Dated @ Chennai-6 the 07.10.13.

Sub: Extension of Promotional offer on the occasion of BSNL DAY under GSM services - reg.
Ref: CO Lr.No. 26-18/2010-T&C-CM Circular No.47/13-14 dt 07-10-13.

Approval of the competent authority is hereby conveyed for the **Extension** of the following promotional offer under GSM services on the occasion of BSNL DAY and festivals like Gandhi Jayanthi, Dussehra, Id-ul-Zuha, Christmas etc., in TN LSA (incl. CHTD) **with effect from 08/10/2013 to 15-10-2013**. The period of offer with details are given below:-

Sl.No	Promotional Offer Particulars	Period of Offer
1	Normal SIM with MRP of Rs.20 to be offered free of cost for all new activations	08.10.2013 to 15.10.2013 (8 days)

Note: For Franchisees, the number of SIMs activated during the above offer period, will be recouped after 22/10/2013. Hence, FC/FRC has to be completed before 22/10/2013 for the above activations.

Press note and proper advertisement as deemed fit may be made to generate adequate response.

This is for kind information and necessary action please.

(S.BAMA)
AGM (Marketing-CM)
044-28290825, 9444979827

To

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

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

DGM/DE In charge IN - Trichy - for infmn & necessary action please.

DGM/DE Billing & IT, South Zone Billing Center, – Trichy for information & for necessary action please.

DGM(NW-O)/DE Commercial, Coimbatore/ - For information & necessary action please.

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

DGM /AGM(Sales) , AGM MKTG (II), 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(S&M-CM), Chennai Telephones, Chennai – For information please.

DGM (ITPC) HYB – For information and ensure uploading the information on the BSNL PORTAL.