

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/162/New Plans and Promotions/12-13/53

dt @ Chennai-6 the 22.02.2013.

Sub : FREE SIM offer for activating 2G Mobile connections in TN circle during Feb/March 2013- **reg.**

Ref : S&M-CM/162/New Plans and Promotions/12-13/50 dt @ Chennai-6 the 19.02.2013.

As per letter under ref, FREE 2G SIM offer for activating 2G Mobile connections in TN Circle up to 15.3.13 at CSC outlets only of all SSAs was communicated.

Approval of the Competent Authority is hereby conveyed for extending **FREE RECON SIM (2G)** offer to the **GSM based FWP plans also with immediate effect**. There is no other change in all other existing terms and conditions like CAF, SIM/Plan activation etc.,

**This FREE SIM offer is available at CSC outlets of SSAs only.** On the specific demand of 3G SIM card (USIM) by the customer, he will be charged the cost of 128K SIM card @ Rs.59/- per SIM.

Also it is intimated that Sanchorsoft will generate receipt without SIM cost for all current plans at CSCs only, except for MNP customers.

Till the Sanchorsoft modification for MNP customers is ready, the waiver of 2G SIM Cost Rs.20/- & the reconciliation of accounts/SIMs may be made locally, by the SSA accounts/sales for the number of SIMs sold to such MNP customers during the promotional offer period.

Special efforts may be initiated to enroll more number of customers to achieve the Sales target of GSM based FWPs of Tamilnadu Circle.

(S. BAMA)

AGM (Marketing-CM)

044-28290825, 9444979827

To

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

GM(S&M-CM), Chennai Telephones, Chennai for information pl.

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

DGM/DE In charge IN - Trichy & Bangalore - 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 (Sales) & 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 (ITPC) HYB – For information and ensure uploading the information on the BSNL PORTAL.

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