

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/2012-13/ 89 dt at Chennai 600006 the 25.03.2013

To

Heads of all SSAs,
Tamilnadu Circle

Sub: **Reduced rate of 3.6 Mbps and 7.2Mbps 3G Data cards – Promotional offer extended upto 29.06.2013.**

Ref: This office letter No. GM(S&M-CM)/105-8/3G data card/2012-13/85dtd 19.03.2013 and BSNL C.O. **ECT Approval no. 1080 dt 22.03.2013**

On the request of Tamilnadu Circle letter No. GM(S&M-CM)/105-08/2012-13/3G data card/85 dt 19.03.2013, 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 **from 01.04.2013 to 29.06.2013.**

Item	Existing sale price	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

There are nearly 8000 numbers of 7.2Mbps and 1200 numbers of 3.6Mbps data cards are in stock in Tamilnadu circle.

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.

Pranil 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