

General Manager (S & M - CM)  
Sales & Marketing - Consumer Mobility  
3<sup>rd</sup> Floor, New CTS Building  
16, Greams Road, Chennai – 600 006  
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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)/T269/11-12/

dated at Chennai-6 the 05-07-2012

To

Heads of all SSAs,  
Tamilnadu Circle

Sub:– **ECT approval 815 dt 4.7.2012**-- Reduction of Sale price for 3G—3.6 Mbps Data cards--Reg

With reference to the above ECT approval no 815/04.0-7.12, BSNL Corp.office has reduced the sale price of 3G –3.6 Mbps datacard by 20% . The modified price will be Rs.1344 (Rs.1280+S.T 64=1344). **The reduction of price will come into effect from 06.07.2012 for 90 days as a promotional offer .**

It is requested that all the staff in CSCs may be advised to encourage the customers to purchase 3.6Mbps data cards citing the reduction of price. It is also requested that the information may be displayed prominently in CSCs so as to attract the customers.

Deputy General Manager (Mktg)  
O/o GM(S&M-CM)  
16, Greams Road,  
Chennai 600006

Copy to:

- 1) GM(TR)/GM(Fin), O/o CGM(T), Chennai 600002 – for kind information
- 2) DE(Commercial), CBT – **It is requested that necessary modification may please be effected in Sancharsoft w.e.f 06.07.12**
- 3) DGM(CS), O/o GM(S&M-CM), 16, Greams Road, Chennai 600006
- 4) DGM(Sales), ), O/o GM(S&M-CM), 16, Greams Road, Chennai 600006