

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/12-13/58

dt @ Chennai-6 the 15.03.2013.

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.

S&M-CM/162/New Plans and Promotions/12-13/53 dt @ Chennai-6 the 22.02.2013.

As per the letters under ref., implementation of FREE RECON SIM (2G) to the customer who enroll into any of the 9 prepaid plans (Lifetime, Second, Minute, General, Anbu Jodi, Student Special, Jaijawan, Roamfree & New Nesam Special) and also for GSM based FWP plans in TamilNadu Circle for a period of 24 days with effect from 20.02.2013 to 15.03.2013.

Approval of the Competent Authority is hereby conveyed for the extension of the above **FREE RECON SIM (2G)** offer for a further period of **5 days from 16.3.2013 to 20.03.2013.**

There is no change in all other terms and conditions.

Special efforts may be taken to enroll large number of customers to achieve the Sales target 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.