

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/12-13/67

dt @ Chennai-6 the 17.07.2013.

Sub : Extension of reduced SIM price Offer for activation in TN circle during July 2013- reg.

Ref : S&M-CM/162/New Plans and Promotions/12-13/66 dt @ Chennai-6 the 03.07.2013.

As per the letter under ref., Offer of reduced price –Rs.10/- for 2G SIM for activating new mobile connections in TN Circle for 15 days from 4/7/13 to 18/7/13 was communicated.

Approval of the Competent Authority is hereby conveyed for the **Extension** of the above said offer for **13 days** with effect **from 19/07/13 to 31/07/13** in TamilNadu Circle.

This Reduced SIM cost offer is available at CSC/Franchisee/retailers/DSA outlets of SSAs.

All other terms and conditions will remain same.

All AGM (sales) of the SSAs are requested to conduct Melas to promote this offer.

(S. BAMA)

AGM (Marketing-CM)

044-28290825.

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.