

General Manager (S & M - CM)

Sales & Marketing - Consumer Mobility

3rd Floor, New CTS Building

16, Greams Road, Chennai – 600 006

Phone: 044-28297878 Fax: 044-28297979



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/12-13/90

dt @ Chennai-6 the 01.01.2014.

Sub : FREE SIM offer for activating 2G prepaid connections in TN circle during January 2014- reg.

Ref : S&M-CM/162/New Plans and Promotions/12-13/89 dt @ Chennai-6 the 29.11.2013.

As per letter under ref, implementation of FREE SIM (2G) offer for new activations for any of the 11 prepaid plans in Tamilnadu Circle for 31 days with effect from **01.12.2013 to 31.12.2013** was intimated.

Approval of the Competent Authority is hereby conveyed for the extension of the above FREE SIM (2G) offer for 15 days with effect from **01.01.2014 to 15.01.2014** in Tamilnadu Circle.

For Franchisees, the number of SIMs activated during the above offer period, will be recouped after 20/01/2014, after the verification of SIM activation/CAF. Hence, FC/FRC has to be completed before 20/01/2014 for the above activations.

All other terms and conditions remains the same.

Melas/Road shows may be carried out and wide publicity also may be given to enroll large number of customers to achieve the 100 days Sales target of SIMs in Tamilnadu Circle. SSAs may give feedback about this offer to the circle office.

S/S

(S. BAMA)

AGM (Marketing-CM)

044-28290825, 9444979827.

To

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

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

DGM/DE In charge IN - Trichy - 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)/SDE MKTG, 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 (Mktg-CM), Chennai Telephones, Chennai – for infmn & necessary action pl.