

## 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/12-13/86

dt @ Chennai-6 the 19.11.2013.

Sub : FREE SIM offer for activating 2G prepaid connections in TN circle during November 2013- reg.

Ref : S&M-CM/162/New Plans and Promotions/12-13/85 dt @ Chennai-6 the 05.11.2013.

As per letter under ref(1), implementation of FREE SIM (2G) offer for new activations for any of the 11 prepaid plans in Tamilnadu Circle for 15 days with effect from 06.11.2013 to 20.11.2013 was intimated.

Approval of the Competent Authority is hereby conveyed for the extension of the above FREE SIM (2G) offer for **10 days** with effect **from 21.11.2013 to 30.11.2013** in Tamilnadu Circle.

For Franchisees, the number of SIMs activated during the above offer period, will be recouped after 6/12/2013, after the verification of SIM activation/CAF. Hence, FC/FRC has to be completed before 6/12/2013 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. BAMA)

AGM (Marketing-CM)

044-28290825

To

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

DGM (ITPC) HYB – For information and necessary action please.

DGM/DE In charge IN - Trichy - for infmn & 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.