

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/11-12/66

dt @ Chennai 01.10.2011.

Sub : FREE SIM offer for activating 2G Mobile connections in Tamilnadu Circle during October 2011-reg.

Approval of the Competent Authority is hereby conveyed for implementation of **FREE RECON SIM (32K)** to the customer who enroll into any of the 6 NEW prepaid plans (Sara anant special, Vinadi special, all@49 special, 2G special, Anbu Jodi special & Student Special) and for NESAM & Para Military Force Personnel (Jaijawan in prepaid) in Tamilnadu Circle as part of **BSNL DAY** celebrations for a period of 7 days with effect from 03.10.2011 to 09.10.2011 plan. **This FREE SIM Offer is for 7 days from 03.10.2011 to 09.10.2011.**

It is **to be ensured** that CAF & other required documents are taken before **releasing the FREE SIM to the customer**. Then the selected FRC is to be activated immediately. The customer may please be advised to make the first call immediately. **This FREE SIM offer is available at CSC outlets of SSAs only.**

This 32K FREE SIM offer is **NOT applicable to MNP** customers. On the specific demand of 128K SIM card (USIM) for 3G service by the customer, he will be charged the cost of 128K SIM card @ Rs.59/-.

Special efforts may be initiated to enroll large number of customers to achieve the Sales target in Tamilnadu circle.

(K.R. Aravindavalli)

AGM(Marketing-CM)

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(S&M-CM)/AGM(S&M-CM), Chennai Telephones, Chennai – For information please.