

# 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/12-13/85

dt @ Chennai-6 the 05.11.2013.

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

Ref : C.O. approval no: 1314 dt 30.10.2013

Approval of the Competent Authority is hereby conveyed for implementation of **FREE SIM (2G)** to the customer who enroll into any of the 11 prepaid plans (Lifetime, Second, Minute, General, Anbu Jodi, Student Special, Jaijawan, Roamfree, Nesam Gold, BSNL Simple & RTP-FR) in TamilNadu Circle for a period of **15 days** with effect from **06.11.2013 to 20.11.2013**.

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

This 2G FREE SIM offer is **applicable to MNP** customers also.

However, the waiver of 2G SIM Cost Rs.20/- & the reconciliation of accounts/SIMs at CSCs may be made locally by the SSA accounts/sales for the number of SIMs sold during the promotional offer period.

For Franchisees, the number of SIMs activated during the above offer period, will be recouped after 26/11/2013, after the verification of SIM activation/CAF. Hence, FC/FRC has to be completed before 26/11/2013 for the above activations.

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)

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.