

O/o. 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)

No: Sales & Mktg.CM/116 /Advertisement Genl/2015-16/47

dated the 11.06.2015.

Sub: Free National Roaming to All BSNL Customers under Prepaid Mobile Services from 15-06-2015 – reg.
Ref: C.O. D.O.Letter No.CMD/BSNL/2015-L 4145 dated 3/6/2015.

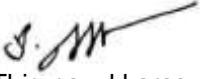
Kindly refer the letter cited above wherein Corporate office has announced Free All India Roaming to all BSNL Mobile customers from 00 Hours of 15th June 2015.

It is decided to undertake intensive marketing activities in order to give wide publicity about this unique scheme to gather more and more customers by popularizing it through all available means to realize the great potential this scheme holds. The action plan proposed by the circle and action to be taken by the SSA s are detailed below:

Activities to be undertaken by SSAs:

1. Hold Press conference and issue Press Release in all regional and local newspapers
2. Fix flex banners in departmental and hired hoardings exclusively for the proposed free roaming at all prominent locations such as CSCs, bill counters, telephone exchanges, franchisee/retailer premises etc.
3. Posters may be printed.
4. Printing of Hand bills in Tamil and distributing along with local dailies and in crowded places like Cinema halls, malls, bus stands, railway stations etc
5. Arranging Strip advertisements in telephone bills of LL/ PostPaid Bills for the month of June/July 2015.
6. Scrolling messages in local TV network
7. Arranging OBD announcement to all BSNL Mobile/ Landline customers
8. Hold meeting with all staff to make them aware of the scheme and assign targets upto the level of outdoor working groups
9. Publicity through Web applications like Facebook/Twitter/Whatsapp
10. All efforts to be made in CSCs and at all Point of Sales to grab customers through MNP .

SSAs are requested to make all out efforts to use this opportunity to increase the Mobile customer base.


(I.Thirunavukkarasu)
Sr.General Manager(S&M)
BSNL, TN Circle, Chennai 6.

To

ALL Heads of SSA
BSNL,Tamilnadu Circle.