

# 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/12-13/50

dt @ Chennai-6 the 19.02.2013.

Sub : FREE SIM offer for activating 2G Mobile connections in TN circle during Feb/March 2013- **reg.**

Ref : C.O. approval no: 1029 dt 13.02.2013

Approval of the Competent Authority is hereby conveyed for implementation of **FREE RECON SIM (2G)** to the customer who enroll into any of the 9 prepaid plans (Lifetime, Second, Minute, General, Anbu Jodi, Student Special, Jaijawan, Roamfree & New Nesam Special) in TamilNadu Circle for a period of 24 days with effect from **20.02.2013 to 15.03.2013**.

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 CSC outlets of SSAs only.**

This 2G FREE SIM offer is **applicable to MNP** customers also. On the specific demand of 3G SIM card (USIM) by the customer, he will be charged the cost of 128K SIM card @ Rs.59/- per SIM.

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

It may kindly be noted that, this **FREE SIM (2G) offer is applicable to the existing/available SIM stock with the SSA only.** (i.e. SSA AO & CSCs).

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

(S. BAMA)

AGM (Marketing-CM)

044-28290825, 9444979827

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 (ITPC) HYB – For information and ensure uploading the information on the BSNL PORTAL.

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