

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/Prepaid/11-12/27

dt @ Chennai-6 the 04.07.2011.

Sub: Clarification on Extension of Rakshak plans in prepaid and postpaid services to all Armed Force Personnel-reg.

Ref : S&M-CM/162/New Plans and Promotions/Prepaid/11-12/25 dt @ Chennai-6 the 23.06.2011.

In continuation of letter under ref., the following clarification is given regarding the extension of Rakshak plan in both prepaid and postpaid to ALL ARMED FORCES w.e.f 27.06.2011.

Name of the plan	Existing applicability	Extended to
RAKSHAK in prepaid (renamed as “JAIJAWAN”)	Applicable to all Para Military Forces personnel	All Armed Forces (Indian Army, Indian Navy, Indian Air force, Coast guard, BRO, etc.,)
RAKSHAK in Postpaid (No change in Plan name)	-do-	-do-

There is no change in activation procedure, commercial conditions etc., given earlier.

Wide publicity among Paramilitary Personnel may please be given to make this plan a grand success.

(K.R. Aravindavalli)

AGM(Marketing-CM)

TN Circle

To

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

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

GM (F) / Sr. GM (TR) TN Circle, Chennai for information please.

DGM/DE In charge IN - **Trichy** - for necessary action please.

DGM (N/W-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 (Mktg-CM), Chennai Telephones, Chennai – for information & necessary action please.