

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)

GM(S&M-CM)/105-8/3G data card/2013-14/ dt at Chennai 600006 the 03.10.2013

To

Heads of all SSAs,  
Tamilnadu Circle

Sub: **Reduced rate of 3.6 Mbps and 7.2Mbps 3G Data cards – Promotional offer from 04.10.2013 to 01.01.2014.**

Ref: **BSNL C.O. ECT Approval no. 1285 dt 03.10.2013**

On the request of Tamilnadu Circle, BSNL C.O. has approved to offer the special discount of 20% on the sale price of 3.6Mbps and 7.2 Mbps 3G USB type HSDPA data cards for 90 days i.e **from 04.10.2013 to 01.01.2014.**

Item	Sale price as per PO	Promotional offer	Reduced price
3.6 Mbps 3G Data card	Rs.1600+80 = 1680	20% discount	<b>Rs.1280+64=1344</b>
7.2 Mbps 3G Data card	Rs.2000+100=2100	20% discount	<b>Rs.1600+80=1680</b>

It is requested that the extension of reduced rate offer may be brought to the notice of all concerned for taking necessary action to increase the sale of 3G data cards especially during the festival season. Press note and Proper advertisement as deemed fit may be made to generate adequate response.

*Anand Sankararaman*

Asst. General Manager (Mktg2)  
16, Greams Road,  
Chennai 600006

Copy to:

- 1) Sr. GM (NW-O-CM)/Trichy / CBT– for kind information
- 2) GM(TR)/GM(Fin), O/o CGM(T)., Chennai 600002 – for kind information
- 3) DGM (Pricing-CM), P& P Section, BSNL Corporate office, 6 th Floor, Bharat Sanchar Bhawan, H C Mathur Lane, Janpath, New Delhi 110001 (FAX No: 011-23717767) – for kind information
- 4) DE(Commercial)., CBT
- 5) DGM(CS)/ (Sales) O/o GM(S&M-CM)., 16, Greams Road, Chennai 600006