

General Manager (S & M - CM)
Sales & Marketing - Consumer Mobility
3rd Floor, New CTS Building
16, Greams Road, Chennai – 600 006
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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)/105-08/11-12/42

dated at Chennai-6 the 05-1-2013

To

Heads of all SSAs,
Tamilnadu Circle

Sub: Reduction of rate of 7.2 Mbps 3G Data cards – Extn of promotional offer upto 31.03.13
Ref: BSNL C.O. ECT Approval no. 968 for TN Circle dt 04.01.13

On the request of Tamilnadu Circle letter No. GM(S&M-CM)/105-08/2012-13/3G data card/35 dt 20.12.2012, BSNL C.O. has approved the proposal and extended the offer of the special discount of 20% on the sale price of 7.2 Mbps 3G USB type HSDPA data cards on **Pan India basis**. The offer has been extended upto **31.03.2013**.

| Item | Existing sale price | Promotional offer | Reduced price |
|-----------------------|---------------------|-------------------|------------------------|
| 7.2 Mbps 3G Data card | Rs.2000+100=2100 | 20% discount | Rs.1600+80=1680 |

Sufficient numbers of 3G data cards have been issued to all the SSAs. Heads of SSAs are requested to instruct the sales team to utilize this offer scheme and to ensure boosting up of sale of 3G data cards.

Deputy General Manager (S&M-CM)
16, Greams Road,
Chennai 600006

Copy to:

- 1) 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
- 2) GM(TR)/GM(Fin), O/o CGM(T), Chennai 600002 – for kind information
- 3) DE(Commercial), CBT – It is requested that necessary modification may please be effected in Sancharsoft
- 4) DGM(CS), O/o GM(S&M-CM), 16, Greams Road, Chennai 600006
- 5) DGM(Sales), O/o GM(S&M-CM), 16, Greams Road, Chennai 600006