

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)

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**S&M-CM/162/New plans & promotional offers/2G prepaid/11-12/56 Dated 12-09-2011.**

Sub: Relanch of “NESAM” promotional plan in 2G prepaid mobile services –reg.

Ref: 1.S&M-CM/New plans & promotions/10-11/123&124 Dated 16-03-11/23.3.11. and 30 dt 07-07-11  
2. CO ECT Approval no.459 for TN circle dt 08-09-11

W.r.t. letter 2 cited above, approval of the competent authority is hereby conveyed for **relaunching the “NESAM”** promotional plan in 2G prepaid mobile services in **TN LSA (incl. CHTD)** for a period of **90 days from 16-09-11 to 14-12-11**

This is for the information of all concerned please.

**(K.R. Aravindavalli)**  
AGM(Marketing-CM)  
TN Circle, Chennai

To

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

GM(S&M-CM), Chennai Telephoes, Chennai for information pl.

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

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