

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/12-13/66

dt @ Chennai-6 the 03.07.2013.

Sub : Offer of reduced price for SIM for activating 2G Mobile connections in TN circle during July 2013- **reg.**

Ref : C.O. approval no: 1171 dt 12.06.2013.

Approval of the Competent Authority is hereby conveyed for implementation of reduced **SIM (2G) cost i.e. Rs.10** to the customer who enroll into any of the 10 prepaid plans (Lifetime, Per Second Neo, Per Minute Neo, General Neo, Anbu Jodi Neo, Student Special Neo, Jaijawan Neo, Roamfree Neo, Nesam Gold & BSNL Simple plan 100) in TamilNadu Circle for a period of 15 days **with effect from 04.07.2013 to 18.07.2013.**

It is **to be ensured that** CAF & other required documents are taken before **releasing the SIM with reduced cost Rs.10 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 Reduced SIM cost offer is available at CSC/Franchisee/retailers/DSA outlets of SSAs.**

This 2G Reduced SIM cost Rs.10 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.

Rs.10/- for every SIM activation by Franchisees during the offer period will be recouped with SIM for amount equivalent to SIM activation Rs.10 after deducting TDS at the end.

Sancharsoft, Coimbatore will give Franchisee wise /DSA wise SIM activation done by the Franchisees during the offer period which will be forwarded to the SSAs for recouping purpose.

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.

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.