

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)



**No. GM (S&M-CM ) /T- 210/10-11/Franchisee correspondence/ 11 dt 30/072011**

To  
All Heads of SSAs,  
Tamil Nadu Circle.

**SUB: Pairing of SIMS for sale at Melas - Reg**

The procedure for pairing of SIMS for sale at Melas as per the instruction of the Sr. GM (NW-O-CM), Cbt is furnished below.

AGM MKTG of SSAs has to e-mail the following details to Commercial wing 3 days before conducting mela.

1. Date on which Mela will be conducted
2. CTOPUP number of that Franchisee/Retailer
3. Recon Sims in consequent range from starting number and ending number for pairing.

After validation of ctopup number and SIM stock of that franchisee/Retailer, Salem server will pair these numbers with random GSM Numbers and activate the same at HLR/SMSC and finally updation of tables in sancharsoft.

After pairing at HLR, Sancharsoft will push these numbers to IN for Unified plan creation. The list of SIM numbers and corresponding GSM numbers will be given to AGM MKTG of SSA thro' mail for sale at Mela.

All these paired numbers should be activated within 3 days from the date of conducting the mela, else the same will be depaired on the 4th day and will be allotted to some other retailer on normal SMS creation. The depaired list will be sent to AGM MKTG of SSA for information.

(C.V. Vinod)

General Manager (S&M-CM)

Chennai, Tamil Nadu Circle.

Copy to: Sr.GM(TR), Chennai, TN circle  
All AGM(Sales), TN circle,  
All AO (sales), TN circle.