

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/12-13/76

dt @ Chennai-6 the 23.09.2013.

Sub : Withdrawal of reduced SIM price Offer for new activations in TN circle during Sep-2013- reg.

Ref : S&M-CM/162/New Plans and Promotions/12-13/73 dt @ Chennai-6 the 31.08.2013.

As per the letter under ref., Offer of reduced price – Rs.10/- for 2G SIM for activating new mobile connections in TN Circle for 31 days from 01/09/13 was communicated.

Due to HLR/SS merger issues, the above said **offer is withdrawn with effect from 23/9/13.**

SSAs conducting melas and selling SIM @ Rs.10/- with effect from 23/9/13 to 30/9/13 are requested to take necessary approval from the SSA Head to adjust the balance Rs.10/- per SIM for activation from the marketing fund allotted to the respective SSAs.

This is for the infmn of all concerned pl.

(K. Rathakrishnan)

DGM (Marketing-CM)

044-28290825, 9443200336.

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.