

Office of
Chief General Manager(Telecom)
Marketing Cell-CFA,
Tamilnadu Telecom Circle
New CTS Building, Ground Floor,
16, Greams Road, Chennai-600 006



भारत संचार निगम लिमिटेड
(भारत सरकार का एक उद्यम)
BHARAT SANCHAR NIGAM LIMITED
(A Government of India Enterprise)
BSNL 3G)))) **BSNL LIVE**
Faster than your thoughts 2010

No:Mktg/CFA/ Promotional Scheme/bfone/Part/2009-10/ 2 dt at Chennai-6 the 30.09.2011

Sub: Promotional offer for CFA products – 'BSNL Week 2011'-reg.

In view of BSNL week being celebrated during the period from 01.10.2011 to 07.10.2011, CGM has approved the following promotional offers:

1. One ITC Card worth Rs. 100/- free for customer booking a new Landline / WLL or Broadband connection.
2. Two ITC Cards worth Rs. 100/- each free for customer booking a new Landline with Broadband connection.
3. One ITC Card worth Rs. 200/- free for customer booking a new Landline PCO / WLL PCO connection.

Scheme Period: 01.10.2011 to 07.10.2011 i.e., The customers who book new Landline/WLL /Broadband/ Landline PCO/ WLL PCO during the period will be issued with the cards.

The scheme will be implemented in areas where the status is 'Met on Demand'.

SSAs are requested to implement the scheme and try to generate more demand. A feedback report on the impact of the scheme may be furnished to this office by 11.10.2011 in the following proforma.

Report on impact of Promotional Scheme in view of BSNL Week.SSA

Type Connection	No. of connection booked
Landline only	
WLL only	
Broadband only	
Landline+ broadband	
PCO	
WLL PCO	

(V.VELAPPAN)
Deputy General Manager (S&M-CFA), TN Circle, Chennai-6.
Ph:044-2829 7240 Fax:2829 0888.

To
All Heads of SSAs.

Copy to:
GM(TR),O/o CGM,BSNL,TN Circle, Ch-2.
GM(NWP-CFA), Ch-8.
AGM(CSC),O/o CGM,BSNL,TN Circle, Ch-2.
AGM(Udaan)/AGM(Mktg-CFA), All SSAs.
Call Centre, Trichy.