

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

Mktg/CFA/Promotional scheme/Land line/2011-12/ 4

dt 28/04/12

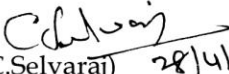
Sub: Promotional offer for land line/Broadband-reg

In order to bring more number of customers to BSNL fold, CGM,BSNL Tamilnadu circle has approved the following for the customers who register for a new landline or broad band connection.

- Waiver of installation fee for new land line customers
- Waiver of installation fee for new broadband customers.

**The offer is for a period of 90 days from 01/05/12 i.e up to 29/07/12.**

SSAs are requested to utilise this offer to promote more connections. Marketing activities such as display in CSCs, scrolling in local cable TV, arranging road shows etc may be carried out to maximise enrolment.

  
(C.Selvaraj) 28/4/12  
DGM(S&M-CFA)  
Ph:044-2829 7240 Fax:2829 0888

To  
All Heads of SSAs

Copy to:  
GM(IT), TN Circle  
GM(TR),TN Circle  
DGM(Udaan)  
DGM(CS) TN circle  
AGM(Udaan)/ AGM(Mktg-CFA), All SSAs  
Call Centre Trichy