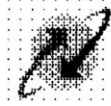


Office of
Chief General Manager , BSNL,
TN Circle, Marketing Cell CFA,
Ground Floor, New CTS Building,
No. 16, Greams Road,
Chennai – 600 006.

BHARAT SANCHAR NIGAM LIMITED
(A Government of India Enterprise)



Mktg/Promotional Scheme-Landline/2011-12/36

dated at Chennai-6, the 01/11/2012

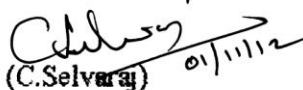
Sub: Promotional offer for Landline - reg.

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 connections.

- Waiver of installation fee for new landline customers.

The offer is for a period of 60 days from 02/11/2012 i.e up to 31/12/2012.

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) 01/11/12

Deputy General Manager (S&M)-CFA
Ph:044-2829 7240 / Fax:2829 0888

To
All Heads of SSAs.
BSNL, Tamilnadu Circle.

Copy to:

1. GM (IT), TN Circle.
2. GM (TR), TN Circle.
3. DGM (Udaan) / DGM (CS), TN Circle.
4. AGM(Udaan) / AGM(Mktg_CFA), All SSAs.
5. Call Centre.