

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/bfone/2009-11/ 55

dt 13/05/11

Sub: Promotional scheme for new Phone/Broadband/PCO-reg

May 2011 has been declared as 'Customer Delight Month'. In order to promote sales of Land line, Broad band and PCO during the customer delight month, the following promotional offer scheme has been approved by CGM,BSNL Tamilnadu circle.

- One ITC card worth Rs.100/- (MRP Rs.110) free for customer booking a new phone connection only
- One ITC card worth Rs.100/- (MRP Rs.110)- free for customer booking new broadband connection only .
- Two ITC cards worth Rs.100/- (MRP Rs.110) each, free for customer booking new phone connection along with broad band connection.
- ITC card worth Rs.200/-(MRP Rs.221 ) free for customer booking a new PCO connection

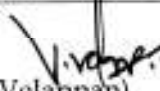
**Scheme Period: 01/05/2011-31/05/2011. i.e. The customers who book new landline/broadband/PCO during the period will be issued with the cards. It may be ensured that customers who have booked new connections between 01.05.2011 and the date of receipt of this letter are also provided with this free offer.**

**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 feed back report on the impact of the scheme may be furnished to this office by 5<sup>th</sup> June in the following proforma

Report on impact of promotional scheme in view of customer delight month, \_\_\_\_\_SSA:

Type of connection	No.of connections booked
Land line only	
Broad band only	
Land line+broadband	
PCO	

  
(V.Velappan)  
DGM(S&M-CFA)  
Ph:044-28297240Fax:28290888

To  
All Heads of SSAs

Copy to :  
Sr.GM(TR), O/o CGM, BSNL,TN Circle, Chennai-2. --- for kind information.  
DGM(BB), O/o GM(NWP-CFA), Chennai-8.  
AGM(Udaan)/ AGM(CS-CFA)/ AGM(CSC)-Circle office