

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

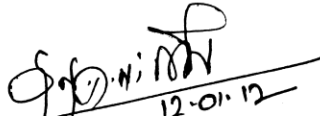
Mktg/5<sup>th</sup> Marketing committee meeting/2011-12/ 8

dt 12/01/12

Sub: Campaign in All India radio FM Channels-reg

A Radio campaign is being launched by BSNL Tamilnadu circle in All India Radio, Kodai, Pudhucherry, Trichy and Nagercoil FM channels. The campaign commences from 15/01/12 and will run up to 31/03/12. The details regarding time of broadcast , station wise, are listed in annexure. For the first seventy days, 4 spots will be utilised per day and for rest of 7 days, 2 spots per day will be utilised. Jingles on features of BSNL landline, Broadband and long duration payment option will be played during the broadcast.

It is requested that adequate publicity may be given among all employees. Details of the campaign may be displayed in all notice boards. Feedback regarding the programme may be given to the mail id : [marketingcfatnc@gmail.com](mailto:marketingcfatnc@gmail.com)

  
12-01-12  
DGM(S&M-CFA)  
Ph:044-2829 7140 Fax:2829 0888

Encl:A/a

To  
All Heads of SSAs,  
BSNL,Tamilnadu Circle.

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### Commercial Broadcast Timings

Station	Spot 1	Spot 2	Spot 3	Spot 4
Kodai FM	7am-8 am 'Kalai Thenral' Breakfast show Time of spot  <u>Around 7.30 am</u>	8am-9 am 'Manam Virumbudhe' New Film Songs (Dial-in) Time of spot <u>Around 8.30a m</u>	9am to 10am "Listener's Choice" Film Songs Time of Spot  <u>Around 9.30 am</u>	7pm-8pm Dial-in-film songs Time of spot  <u>Around 7.30 pm</u>
Pudhucherry FM	7am-8 am 'Pudhiya vanam' Breakfast show Time of spot  <u>Around 7.30am</u>	8am-9 am 'Iniya Neram' New Film Songs(Dial-in) Time of spot  <u>Around 8.30 am</u>	9am to 10am "Listener's Choice" Film Songs Time of Spot  <u>Around 9.30 am</u>	6pm-7pm Manoranjitham Popular devotional song programme Time of spot <u>Around 6.30 pm</u>
Trichy FM	7am-8 am Breakfast show Topical news,news snippets & film songs Time of spot <u>Around 7.30 am</u>	8am-9 am Dial-in with listeners along with film Songs  Time of spot <u>Around 8.30 am</u>	9am-10am Dial-in with listeners along with film Songs  Time of Spot <u>Around 9.30 am</u>	7pm-8pm Compered Film songs  Time of spot <u>Around 7.30 pm</u>
Nagercoil FM	7am-8 am Morning Information Topical news,news snippets & film songs Time of spot <u>Around 7.30 am</u>	8am-9 am Dial-in with listeners along with film Songs  Time of spot <u>Around 8.30 am</u>	6.45pm-7.15pm Dial-in with listeners along with film Songs  Time of spot <u>Around 7.00 pm</u>	8.30pm-9pm Compered Film songs  Time of spot <u>Around 8.30 pm</u>

Bonus spot timings:

1130am,1230 pm,4pm and 9.30 pm in Trichy, Pudhucherry and Nagercoil FM stations.

*S. J. S. S. S.*  
12.01.12