

General Manager (S & M - CM)
Sales & Marketing - Consumer Mobility
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भारत संचार निगम लिमिटेड
(भारत सरकार का उद्यम)
BHARAT SANCHAR NIGAM LIMITED
(A Government of India Enterprise)

BSNL 3G)))) BSNL LIVE
Faster than your thoughts 2010

Sales & Mktg-CM/131/Budget/2012-13/47

dated : 10.05.2013

Sub: **Allotment of funds under BPME for the F/Y: 2013-14 – Marketing activities by SSAs** - reg.
Ref: DGM (CA), TN Circle Letter No. BGT/11-19/BPME/2013-14/4 dated 09.05.2013.

Kindly refer to the letter cited above. In which, the allotment of funds under BPME for the 1st quarter of the F/Y: 2013-14 to all SSAs in the Circle has been intimated.

BSNL Corporate office has reiterated the necessity for carrying out the marketing activities vide its letter No. CA/Mktg/10-2/2013 dated 01/05/2013 along with the budgetary allotment to all Circles (Copy enclosed). The Marketing action plan which was circulated vide its letter No. 14-9/2011-Mktg dated 22nd November, 2011 (copy enclosed) is also being referred by BSNL HQ for this purpose. The funds allotted may be utilized by all SSAs in carrying out marketing activities effectively as per the guidelines issued by both Circle and Corporate office.

The expenditure may be limited within the budgetary allotment. Additional fund required, if any, may be intimated well in advance to this office with necessary justification. Subject to availability of funds, the same will be allotted. The portion of budgetary fund unutilized by SSAs will be withdrawn/limited during the allotment for subsequent quarter(s) of the financial year.

The monthly statement on BPME shall be sent activity-wise on every 5th of following month for the information to this office.

(V. Balasubramanian)
Deputy General Manager (Mktg-CM)

Encl.: As above.

To

All Heads of SSA
Tamilnadu Circle

CORPORATE MARKETING

109, Bharat Sanchar Bhawan,
Janpath, , New Delhi-100 001
Tel No: 011-23734045,
Fax: 011-23734046



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F.NO. CA/Mktg./10-2/2013

Dated: 01/05/2013

To

The Chief General Manager,
All Telecom Circles/Metro Districts
Bharat Sanchar Nigam Limited

Sub: Allotment of Budget for Business Promotion & Marketing activities for the Financial Year 2013-14 and marketing strategy while spending the allotted budget.

Budget for the FY 2013-14 to all BSNL Circles/Metro Districts has been allotted on the basis of total number of connections (Wire line, WLL & Mobile) as on 28th Feb. 2013. Accordingly, Rs. 60 Crores has been allocated and Circle wise break-up is given in Annexure -1. (Enclosed)

As you are aware, telecom customer is very sensitive on tariff, availability of products and quality of service, we therefore need to advertise, through various means, our products, services & tariff to make customers aware of it.

Marketing action plan was circulated to all Circles/Metro Districts vide letter No. 14-9/2011-Mktg. dated 22/11/2011. The plan enumerates advertisement by Circles through utilization of hoardings, placement of advertisements on telephone & post-paid mobile bills, distribution of pamphlets, brochures, holding melas and road shows, advertisement thru Electronic and print media, PCO & retailers signages, advertisement thru SMS, emails etc.

The space for advertisement on telephone bills is already earmarked. The creative designs for hoardings, pamphlets etc. are uploaded from time to time under marketing down loads section in BSNL intranet. The guidelines issued by DAVP may kindly be followed while undertaking these activities.

Encl: Annexure -1

Copy to:

- 2) O/C
- 3) PPS to CMD for favour of kind information please.
- 4) to 8) Dir (HR/EB/CM/Fin/CFA)
- 9) ED (CA)
- 10) to 12) Sr. GM (BB-CFA), Sr.GM(S&M-CM), & GM (EB-1)
- 13) Sr. GM (BFCl) for allotment of budget and fund authorisation.

01/05/2013

(C. Srinivas)
General Manager

Corporate Marketing

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(भारत सरकार का उपक्रम)
BHARAT SANCHAR NIGAM LIMITED
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No.14-9/ 2011-Mktg

Dated: 22nd November 2011

To,

The Chief General Manager,
All Telecom Circles/ Districts
BSNL

Sub: Marketing action plan & submission of status report

In view of the present financial position prevailing in BSNL certain changes required in the current marketing setup/ action plan is enumerated for taking necessary action.

1. Corporate Marketing Cell should focus on improving brand image of BSNL whereas S&M Cell of the respective verticals should undertake/ plan Sales and Distribution along with below the line (BTL) advertisement and should process the proposals and get them executed through CoM Branch.
2. Marketing activities in the territorial Circles should be centralized for all Business verticals at Circle office but S&D officials posted in every SSA should co-ordinate and monitor .
3. Marketing initiatives to be under taken :
 - i) Placement of the advertisements on the telephone bills issued to fixed line customers and post-paid mobile customers of BSNL for promotion. Earmarking of space on telephone bill need be done by CoM branch in co-ordination with GM (Fin-CFA) /CM.
 - ii) Repairing/replacement of installed signage at STD/Local PCOs and Retailers.

Circles should ensure that the signage should be inspected by marketing unit of Circles/SSA once in six months and suitable action is to be taken for repair/replacement wherever required.

In case signage is not provided for existing retailers/PCOs & for new Retailers or PCOs, new signage may be installed.
 - iii) Circles should ensure repair and painting (with BSNL logo & number) of existing infrastructure like cabinets/pillars. Telecom posts should be used for the purpose of BSNL advertisement.

- iv) Installation of hoardings at telecom/housing buildings and towers of BSNL. To implement this, concerned officer (especially Franchisee Manager & Retailer Manager) should visit the hoardings once a calendar month and submit inspection report to CGM. The content of the ad should be changed preferably within 2 calendar months.
 - v) Distribution of pamphlets, brochure etc through Franchisees, Retailers, POS/CSCs or along with telephone bills and in newspapers. To implement this pamphlet, leaflets & brochures need be designed. The creative design will be finalized by corporate marketing branch in consultation with other business verticals in Corporate Office. Thereafter, circles would print and distribute as per requirement.
 - vi) Ad campaign may be done by sending SMS on mobile and E-mails. To implement this, SMS/email needs to be designed by corporate marketing branch in co-ordination with other business verticals in Corporate Office.
 - vii) Demonstration of our products and services at public places like Camps, Exhibitions, Melas, and Road shows with mobile vans need be held by circles to popularize and sell our products and services.
4. BSNL may use burst form of advertisement which may last for one week or a maximum of fortnight at a time. During this period, advertisement is to be given in all media like TV, Radio, Print, brochures/pamphlets made available at CSCs/POS and suitable display at Hoardings. This would result in customer seeing the ad at home, work place, while commuting which will have a high recall value. Simultaneously it should also be ensured that the advertised products and services of BSNL are available at all POS/CSCs so that the same are available to customers.
- 4.1 BSNL may use any model or animation or our executives/employees which can be done at a low cost since BSNL is providing products and services in every nook and corner of the country including rural areas.
5. Distribution of BSNL products: The sales & distribution wing in the SSA/ Circle viz., the Retailer Manager should ensure delivery of all BSNL products to franchisee/DSA at their office subject to payments. Periodic inspection need to be done by concerned officers in the circle to ensure availability of BSNL product. Simultaneously, the circle should also ensure that Franchisee delivers the BSNL products at the premises of Retailers.
- 5.1 Increase the number of Points of sale (POS): As per BSNL Franchisee S&D Policy, there should be a Retailer at every 200 meters. POS are to be increased in such a way that customer will be able to get BSNL product just within walking

distance of 200 meters. BSNL need to take suitable action for filling of vacant Franchisee territories, increasing the number of active retailers and appointment of new DSAs.

6. Marketing would be effective when:
 - (i) the products are available at all points of sale and
 - (ii) good quality of servicesso these aspects need to be ensured along with marketing activities.

7. The assessment of the quality of service should be done by and an objective analysis of the weaknesses.

To implement this, Circles to have inspection wing and forward report to BSNL management through corporate marketing branch on a monthly basis. After the assessment of performance objectively and identifying the weak areas, an action plan is to be developed for implementation. This is to be reviewed objectively by BSNL management periodically preferably quarterly.

- 7.1 Market Research to assess the perception of the customers before and after launch of ad campaign has to be done to ascertain the impact of advertising. This will also help in course correction wherever required to effectively market our products and services.

- 7.2 Suggestions of customers received at Call Centres need be analyzed by Circle Marketing team on a weekly basis along with necessary remedial action.

- 7.3 Market Intelligence is very important activity. This work therefore need be assigned specifically to some executives who should monitor status of competition by way of surfing their websites, keeping track of publicity in media and dialling to their Call Centres. S&D staff in SSAs may be asked to gather intelligence from POS and feed it to Circle HQs for necessary action.

8. S&D policy of CM Business Unit has been established along with availability of franchisees and retailers. This can be utilized by the other business verticals for sale of their products. This will also facilitate consolidation of scattered S&D activities, better business avenue for sales channel partners, integrated structure of commission payments leading to lesser operational expenses and a single window to customer for all type of services.

9. Corporate Marketing Branch hold a monthly meeting with S&M branch of CFA/CM/EB verticals and finalize marketing plan for next 6 months keeping in view availability of products, revenue potential and market trends. Incremental revenue is likely to come from Data usage and VAS and so, these products should be kept in priority list.

10. S&M Cells should arrange for power point presentation on different products/services highlighting USPs, tariff, service activation/de-activation process, FAQs and other important aspects for use of field units on regular basis.
11. Standardization of colour scheme for branding BSNL on the pattern of Banks or MNCs to connect it with youth and business class. This will be done by Corporate Marketing branch in corporate Office.

In view of the above, it is requested to take necessary action at your end and submit the action taken report on fortnightly basis for appraisal to CMD.


(D.K. Agrawal)
Addl. GM (Corp -Mktg)

Copy to,

1. PS to CMD, for information please,
2. Dir (CM)/ Dir (CFA) / Dir EB) for information please
3. ED (Fin)/ ED (CA)/ ED (NB) for information please
4. Sr.GM CFA / Sr. GM (CM) / Sr. GM (EB-!)of BSNL Corporate Office