

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/127/Circle Marketing Activities /2010-13/39 dated at Chennai, the 8/8/2012.**

Sub: **Publicity for the promotional activities among the subscribers – reg.**


Ref: Director, C&M BSNL D.O. Letter No.26-18/T&C-CM dated 6/8/2012.

Kindly refer to the letter cited above. During the month of August 2012, the following festival offers are implemented in Tamilnadu Circle.

Sl. No.	Description
a.	Best Value Plan for Rs.700/- with 6GB Free Data usage
b.	STV-786 with freebies
c.	Full usage value to MRP of Rs.110, 220, 440 and 550 on topups
g.	20% special discount on sale price of 3.6 Mbps Data Card

Wide publicity will yield the higher growth and revenue of BSNL. Hence, it is requested to give publicity viz. holding press conference and giving press releases highlighting the benefits, display details at customer service centers through banners etc. and use local cable/radio channels for advertising our promotional offers.

A compliance report on the activities carried out by SSA may be sent to this office for onward submission to Corporate Office.

  
(S. BAMA)  
Assistant General Manager (Mktg)

To

**Assistant General Manager (Marketing / Sales Head – CM)**  
All SSAs, Tamilnadu Circle