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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)



SALES & MKTG-CM/154/PERFORMANCE AUDIT/20011-12/16

DATED: 12.12.2011

Sub: **Marketing activities required in low traffic BTS areas in Rural - reg**

The Draft **Performance Audit Report** (2011-12) on “Marketing and Customer Relationship Management in BSNL” in respect of our Circle conveys that a periodical traffic analysis have to be taken to identify the low traffic BTS and continuous monitoring of improvement of traffic is required to capture the rural market.

In this regard, marketing initiatives by the respective SSAs in the low traffic BTS areas are to be carried out to increase the sales and bring in more and more customers in the rural segment to our fold.

The traffic analysis will be carried out and after identifying the low traffic BTS the respective SSAs will be informed by this office periodically for carrying out the marketing initiatives so as to capture the rural market and increase our customer base in those areas.

The required marketing initiatives viz. Road Shows, Melas, “Free SIM” offer for specific promotional offer period, ensuring availability of low end RC(s)/TU(s) through Franchisee/Retailers network can be taken by SSAs concerned to improve the traffic condition in those identified areas.

A feedback report on the action taken should be sent on **monthly basis** to this office for further analysis and action required to be taken in this regard.

(J. Mahendrakumar)
General Manager (Sales & Mktg-CM)

To

Head of SSA(s)
Tamilnadu Telecom Circle.

Copy to:
General Manager (NW-O-CM), Coimbatore. – for kind information pl.