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भारत संचार निगम लिमिटेड
(भारत सरकार का उद्यम)
BHARAT SANCHAR NIGAM LIMITED
(A Government of India Enterprise)

राकेश कुमार अग्रवाल

निदेशक (कन्ज्यूमर मोबिलिटी)
बी.एस.एन.एल. बोर्ड

R. K. Agarwal

Director (Consumer Mobility)
B S N L Board

D.O. No. 26-18/T&C-CM
August 6, 2012

Dear Shri

On the eve of a number of festivals during the month of August, 2012, BSNL has decided to launch special plans for the benefit of our customers. Some of the plans launched are given below:

- a. 6 GB free data usage under 3G postpaid best value plan for Rs. 700/-
- b. STV for Rs. 786/- offering freebies in 786 count viz. voice call On-net (local/STD) 786 min. Off-net (local/STD) 786 min., SMS 786 Nos., data 786 MB with a validity of 90 days.
- c. Full usage value equal to MRP on Top-up voucher / C-Top-up / Flexi Top-up with MRP of Rs. 110/- Rs. 220/0, Rs. 440/- Rs. 550/-
- d. Free 3.6 Mbps Data Card with any postpaid data plan having FMC of Rs. 400/- and above.
- e. Special 3G postpaid data plan with Advance rental of Rs. 450/- offering 3GB free data usage per month for two months.
- f. Unlimited WiMax postpaid plan for Rs. 999/- offering higher speed of 1 Mbps upto 6 GB and 512 Kbps thereafter.
- g. 20% special discount on sale price of 3.6 Mbps data card.

In order to en-cash maximum potential of these plans, it is emphasized upon all field units to give required publicity as per the guidelines given below:

- i) Send SMSs
- ii) Hold Press Conferences and give Press Releases, highlighting the benefits of special plans
- iii) Display details at Customer Service Centers through banners etc.
- iv) Use radio jingles

Required publicity on these points will not only help in pushing up the growth of new connections but also result in higher revenue from the services. Network Operation Teams may be instructed to ensure maximum uptime for RF Network and also carry out special drive tests. Affect of all these plans may be monitored on weekly basis and a feedback may be sent to Corporate Office regarding suggestions for improvement as per the competition.

With best wishes,

Yours sincerely,

(R.K. Agarwal)

Shri
Chief General Manager,
Telecom Circle

Copy to :
1. Sr. GM (S&M-CM)
2. GM (F-CM)
3. GM (NWO-CM)