



No. 4-48/2010/S&M-CM/28

Dated at New Delhi 20.03 2012

To

The CGM,  
All Telecom Circles/Telecom Districts,  
BSNL.

Sub: Standard Design for Start-Up Kit Envelope

In reference of above mentioned subject, Standard Design for the envelope of Start-Up Kit has been approved by the competent authority and copy of creative is enclosed with this letter. The specifications of the envelope are:

- Open Size: 11.5"X6.25"
- Finished Size: 5.25" X 5.25"
- Paper: 210 gsm imported art card
- Lamination: -glossy
- Pasting: Fevicol gumming fast pasted

In compliance of the TRAI guidelines and to have uniformity in design, all Telecom circles/Districts are advised to use the same creative (CDR format uploaded on intranet under Marketing Down:oad section) with necessary modifications

  
AGM (S&M) CM

Encl : Creative of Start Up Kit Envelope.

**SALES & MKTG-CM/120/PRINTING/2011-12/59**

**DATED 17/04/2012.**

Forwarded to all SSA(s) Head(s) TN Circle for necessary action. SSAs can arrange for printing and providing the starter kit along with SIM as per Corporate Office specification during the 1<sup>st</sup> quarter of 2012-13. Action being taken by Circle Marketing Unit for centralised supply of the starter kit from 2<sup>nd</sup> quarter of the current F/Y.

  
Assistant General Manager (Mktg-CM)  
Tamilnadu Telecom Circle, Chennai-6.

This pack contains -  
1)SIM & Mobile Number  
2)Abridged version of Telecom Consumer Charter

For General Information and  
Customer Care Dial Toll Free No.18001801503'

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-[www.maharashtra.bsnl.co.in](http://www.maharashtra.bsnl.co.in)



# MOBILE



**BSNL MOBILE (PREPAID/POSTPAID)**