

**Sales & Marketing-CM**  
219, Eastern court  
Corporate Office, New Delhi-1  
Tel No 23326544, Fax 23326545  
ddg\_sales@bsnl.co.in



**भारत संचार निगम लिमिटेड**  
(भारत सरकार का उपक्रम)  
**BHARAT SANCHAR NIGAM LIMITED**  
(A Govt. of India Enterprise)

No. 4-48/2010/S&M-CM/53

Date: 02.11.2012

To

The Chief General Managers,  
All Telecom Circles/Metro Districts  
BSNL

Subject: Utilizing Facebook /Twitter Social Networking websites for visibility of  
BSNL Products & Services

Social Networking websites such as Facebook.com and twitter.com are now a day's very popular and accessed by millions of people. It has been decided to make use of these sites to enhance visibility of BSNL products and services. It is therefore desired that all advertising material like hoardings/ pamphlets/ prints ads etc. should carry a punch line "follow us on Facebook/Twitter " on links <http://www.facebook.com/bsnlmobile> and <http://www.twitter.com/bsnlmobileindia>.

All Telecom Circles/Districts need to mention facebook and twitter links on each pamphlets/ hoarding/ print ads or any other medium used for visibility of BSNL Products and services. Field units are also suggested to ensure availability of latest and updated contents on the link mentioned above.

It is requested to implement it and send compliance to this office at [salescmhq@gmail.com](mailto:salescmhq@gmail.com).

(Upendra Bakolia)  
Addi.GM(S&M) -CM

**Endt./Sales & Mktg.-CM/116/Advertisement General/2010-13/35 dated the, 22/11/2012**

As per the instructions of Corporate Office, New Delhi, a Punch Line and links mentioned above, need to be mentioned on each Pamphlets / Hoardings / Print Ads. used for visibility and send compliance to this office at [mktg.cm.tncircle@gmail.com](mailto:mktg.cm.tncircle@gmail.com).

AGM (S&M-CM)  
O/o GM (S&M-CM)

To

AGM (Sales & Mktg.)  
All SSAs, TN Circle.

Copy to AGM (S&M-CFA), TN Circle, Chennai 6.