

Office of  
Chief General Manager(Telecom)  
Marketing Cell-CFA,  
Tamilnadu Telecom Circle  
New CTS Building, Ground Floor,  
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भारत संचार निगम लिमिटेड  
(भारत सरकार का एक उद्यम)  
**BHARAT SANCHAR NIGAM LIMITED**  
(A Government of India Enterprise)  
**BSNL 3G ))) BSNL LIVE**  
Faster than your thoughts 2010

No: Mktg/CFA/ SSA Activities/ 2011-12/ 35 dt at Chennai-6, the 17.08.2011.


Sub: Marketing activities to popularise the features of Smart ITC cards - reg.  
Ref: D.O. letter from Director (Operations), Corporate Office, New Delhi  
Lr. No.: 24-12/2010-NWO (CFA)/IN Dated 01.08.2011.

Kindly refer to the letter cited above (copy enclosed). It has been instructed by Director (Operations), BSNL Corporate Office, New Delhi to popularise the Smart ITC features in all manners in order to increase the revenue.

Among the various marketing activities mentioned, the following activities are to be done at SSA level:

1. A leaflet containing information regarding availability of per second billing, PIN less and reduced ISD tariff in ITC card is to be sent with each landline bill.
2. ITC kiosks are to be established in SSAs especially in those SSAs where earlier there was good sale of ITC cards to sell and disseminate information regarding ITC cards.
3. Leaflets must be kept in all customer care centres and customer care executive must be educated regarding the service.

The above activities / actions may please be initiated in all the SSAs to increase the revenue from IN cards. The actions taken in this regard and feedback may please be sent to this office so as to send the report to the Corporate Office at the earliest.

  
Deputy General Manager (S&M-CFA)  
TN Circle, Chennai-6.  
Ph: 044-28297240

Encl: copy of letter received from Director (Operations), Corporate Office.

To  
All Heads of SSAs  
BSNL, Tamilnadu Circle.

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राजेश वधवा  
निदेशक (प्रचालन)  
**Rajesh Wadhwa**  
Director (Operations)

D.O. No. 24-12/2010-NWO (CFA)/IN

Dated 01.08.2011

Dear Shri..... ALL CQMTs

During the review of Revenue achievement performance from prepaid wire line cards i.e. ITC, it has been found that revenue from ITC card is decreasing exponentially. From Rs 28/- Crore per month in year 2008-09, Rs 13 Crore per month in 2009-10 and Rs 5/- Crore per month in year 2010-11, the revenue in month of April'2011 has come down to Rs 2/- Crore per month against the monthly average target of Rs 14.13 Crore. It is erroneous to attribute this fall to substitution of ITC card by Prepaid Mobile as in many developed country having more teledensity than India, the prepaid calling cards are sold like hot cakes.

During last one year many steps like introduction of per second billing, enhancement of Franchisee commission, introduction of new Smart ITC card etc has been taken. Recently PIN less dialing in ITC card has been introduced and revision of ISD tariff in select ITC cards has been done.

Despite above efforts, the revenue from ITC card has not increased. It appears that sufficient efforts are not being done to popularize the new features/advantages. In view of this I have decided that all circles shall ensure following to increase the revenue:

1. Two Bulk SMS must be sent to all BSNL mobile users each day for a period of 15 days. Content of the SMS should be "Happy news for ITC card users. PIN less dialing facility introduced. Dial 1288-ABC and follow the announcement to register your phone against your ITC card. Register upto 5 phones. Contact nearest customer care for more info." and "Happy news.ISD tariff slashed in select ITC cards. Call US, UK (F), Canada, Australia (F), Singapore, HongKong, Thailand, Malaysia, Bangladesh and China in 3p per second. No fixed charges."
2. A leaflet dialing containing information regarding availability of per second billing, PIN less and reduced ISD tariff in ITC card is to be sent with each landline bill.
3. ITC kiosks are to be established in SSAs especially in those SSAs where earlier there was good sale of ITC cards to sell and disseminate information regarding ITC cards.
4. FM jingles in local languages are to be played from all popular FM stations.
5. Leaflets must be kept in all customer care centers and customer care executive must be educated regarding the service.

I hope by taking above simple steps revenue target for this year can be achieved easily. Any suggestions or comment may be sent to NWO-CFA cell. I expect the compliance of above by 15.08.2011.

With regards,

Yours Sincerely,

(Rajesh Wadhwa)

Shri .....  
Chief General Manager,  
Telecom Circle,