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

No.: 24-30/2009-NWO (CFA)/IN

Dated: 1 .7.2011

To,

All CGMs
Telecom Circles/Districts

**Subject: PIN less dialling /CLI attachment feature in Universal ITC (UITC) prepaid
Calling Cards– Artwork design Regarding.**

Kindly refer to this office letter of even no dated 14.6.2011 on the above mentioned subject.

In this regard, the artwork design of Universal ITC has been modified to include the Pinless dialling feature. The new design of front panel is available in the marketing downloads page (<http://mktg.bsnl.in/>) with subject as "**BSNL_Universal_ITC_Card_PINLESS**".

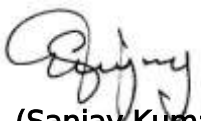
The following may be included in the backside of artwork:

"To register your phone/mobile (upto max. 5), dial 1288-ABC and follow the announcement"

(Note: ABC to be replaced by respective SCP Code)

Further, a flyer is enclosed here for publicity of the new Pinless dialling feature at all points of sale of Universal ITC Card.

Encl: AA.


(Sanjay Kumar)
DGM (NWO-II/CFA)

Copy to:

1. GM(BD),Hyderabad, AP Circle for updation on BSNL Portal
2. GM(NWO-CFA),Circle office
3. All IN SCP in-charges
4. All Circle IN Coordinators through designated email.