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

24-30/2010-NWO (CFA) IN

Dated: 12 .05.2011

To,

**The Chief General Manager
All Telecom Circles/ Districts**

Subject: Regarding extension of period of UITC Jeevan Saathi promotional Scheme

Ref: Letter No. 3-1/2010-R&C [CFA] dated 16.3.2011 reg. Promotional Bundling Scheme "UITC Jeevan Saathi" : Circular no 62/10-11

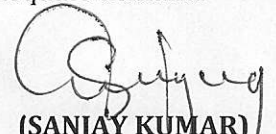
Kindly refer to the above mentioned circular regarding launching of ITC promotional bundling scheme "UITC Jeevan Saathi". Validity of the above scheme was till 31.03.2011.

To promote the sale of Pre-paid IN cards in financial year 2011-12, competent authority has decided the following-

- (i) Period of above promotional scheme is extended for three more months w.e.f 12.05.2011.
- (ii) As per the point 3 of the letter at reference (i) regarding Promotional Bundling Scheme "UITC Jeevan Saathi", it was stated that Commission of Rs. 5/- will be given to E PIN franchise for printing, selling & marketing charges for each promotional card. In the above letter, there was no mention for commission applicable to other sale partners of BSNL for sale of above promotional card.

Now, it has been decided that commission of Rs. 4/- on sale of promotional card of Rs. 55/- will also be given to other sale partners of BSNL (normal franchisee / DSA etc.) who take printed cards from BSNL.

It is requested to make necessary marketing efforts to generate adequate demand.


(SANJAY KUMAR)
DGM (NWO-II-CFA)

- Copy to-
- (i) GMs (NWO-CFA) , all Circles for information
 - (ii) SCP Incharges Lucknow/Ahmadabad / Kolkata /Bangalore
 - (iii) All ITC EPIN franchisees