

605, Sales & Marketing-Consumer Mobility
Bharat Sanchar Bhawan, New Delhi-1
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भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)
BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

No.27-4/2013-S&M-CM

Dated: 30th December, 2013

To

The Chief General Managers,
All Telecom Circles/Districts.

Subject: Sales promotion efforts made by Karnataka circle.

Enclosed herewith please find copy of DO dated 28.12.13 written by Shri R.K. Mishra, CGM, Karnataka Telecom circle on the subject stated above. It is expected that all circles must already be taking similar actions otherwise acceleration in data revenue growth would not have been possible. The brief about efforts made by Karnataka circle is being forwarded to all circles keeping the objective of good practice exchange in mind. It would be appreciated if every circle starts sharing, at least once a month, brief about data promotion activities being carried out within their jurisdiction. Constraints faced and beyond the control of circle may also be mentioned in your communication.

Data is talk of the day and BSNL is bound to capture significant market share with active support from all circles.

(S.C. SHARMA)
G.M.(S&M-CM)

Encl.: As above.

मुख्य प्रबंधक वृत्तसंचार
कर्नाटक वृत्तसंचार परिमंडल
संयोजक भवन
No. 1, स्वामी विवेकानंद मार्ग
बसपुर, बंगलूर - 560 008

O/o. Chief General Manager
Karnataka Telecom Circle
Doorasamparka Bhavan
No. 1, Swami Vivekananda Road,
Halasuru, Bangalore - 560 008
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रजनीश कुमार मिश्र आई.टी.एस.
मुख्य महाप्रबंधक, वृत्तसंचार
R.K. MISRA ITS
Chief General Manager

D.O. No. CGM/KTK/CM-MKTG/2013-14

Dated: 28.12.2013

Respected Sir,

To increase our revenue share in data segment we have launched a data campaign in consented manner from the last month. I have discussed the plans with Shri. S.C. Sharma, Sr.GM (P&P)CM, BSNL Corporate Office who recently visited Bangalore. He wanted us to send the details of campaign for information of the Headquarters.

1. Writing letters to all the Unions / Associations informing them about our data charges, 3G/2G data tariff comparison of BSNL with other operators and seeking their suggestions for increasing the revenue and market share under this segment.
2. SMS to service numbers and contact numbers of our staff informing them about our data services and tariff vouchers.
3. SMS to all the Landline customers whose mobile numbers have been captured under CDR informing them about our data services and tariff vouchers.
4. SMS to all our customers informing them about our data services and tariff vouchers.
5. Designing of opening page for our Landline/Broadband customers.
6. Co-ordination with Postal Department for displaying our posters in 1700 Post Offices in Karnataka Circle.
7. Co-ordination with News Paper article writers to write and publish articles on status of data services available in Karnataka State including BSNL data services i.e tariff and penetration.
8. Objective Article in Tele talk web magazine by them.

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1288-R/KTK/CM
30/12/13

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9. Measurement of data speed atleast in 30% of the BTSs by January and 100 BTSs by March end and discussing in the weekly meetings if speed is found to be low and taking action for increasing PCMs or attending faults if any.
10. Radio jingles local scrolling - scrolling locally on local T.V channels.
11. Printing posters / vouchers specifically for data users and their distributors.
12. Marketing in weekly Markets in suburban areas ensuring our presence.
13. Presence in Social media (to be launched)

This Campaign is being monitored on weekly basis by the undersigned.

With regards,

Yours sincerely,



(R. K. Misra)

Shri. Anupam Shrivastava,
Director (CM),
BSNL Corporate Office,
Janpath,
NEW DELHI - 110 00

Copy to:-

Shri. S.C. Sharma, Sr. GM (P&P) CM, BSNL HQ, New Delhi.