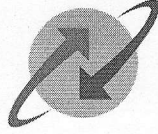


NW Operation Cell- CFA
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Janpath, New Delhi
Ph. 011- 23714148
Fax. 011-23734366 / 23734357



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

No. 24-30/2010 – NWO (CFA) / IN

Dated 17.03. 2011

To,
All Head Of Telecom Circles,
BSNL

Subject : Regarding bundling scheme of UITC card 'UITC JEEVAN SATHI'

Kindly refer to letter issued by BSNL CO R&C- CFA Cell vide letter no. No. 3-1/2010-R&C [CFA] dated 16.03.2011 regarding promotional bundling scheme 'UITC JEEVAN SATHI' .

In this regard undersigned has been directed to circulate the following instructions-

(i) New promotional and UITC cards may be printed as per the requirement .
For printing of these cards, soft copy of artwork may be downloaded from the link "downloads-marketing" available on BSNL intranet.

(ii) Also, field units may reuse existing UITC cards of Rs. 55/- MRP available in BSNL stock as promotional STD calling card (ISD barred) of Rs. 55/- MRP with talk value of Rs. 70/- and Rs. 90/- with consultation & coordination of parent SCPs. Necessary labeling on these cards may also be done before selling the cards through sales outlets.

(V.K.SHARMA)
Dy. Manager (IN)

Copy to- (i) GMs (NWO-CFA) , all Circles information
(ii) SCP Incharges Luck./Ahmd/Kol/Bang