

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

NO. 4-48/2010-S&M-CM

Dated: 28th November, 2013

To

The Chief General Managers,
All Telecom circles/Districts.

Subject: Availability of Monthly tariff card at POS.

Kindly recall discussions in the last HOCC as well as a number of letters on the subject stated above. It is good to note that many circles have started designing monthly tariff card at circle level and then authorising SSA Heads to get these printed and distributed right up to POS. Some of the circles are yet to start acting. In this regard it is important to emphasize timely printing and distribution i.e. **tariff card must reach POS by 5th of every month**. It may not be a costly poster but may be a kind of cheaper circular conveying the tariff in a simple manner which could be understood by POS as well as by customers.

Though much expenditure was not expected to be incurred for getting monthly tariff card printed and distributed yet based on input from some of the circles, separate Head of Account(4712803) has been got allocated from CA cell and requirement of Budget for this new Head of Account has been called vide letter No.4-48/2013-14/S&M-CM dated 22.11.13 so as to facilitate availability of funds for this purpose.

In the current telecom market where saturation is being perceived in some of the cities, expecting new connections might be difficult but getting connections through MNP will ever remain better possibility. Additional incentive for MNP to be passed on directly to retailers has been announced but many retailers are not aware of it. It only indicates lack of communication between BSNL and end points responsible for sale. Monthly tariff cards are expected to carry information about such incentive schemes and can really prove to be effective tool not only for increasing working connections but also revenue.

In order to ensure compliance to above, it is decided that circles will have to enclose copy of latest monthly tariff card distributed to POS along with any tariff proposal to be sent to Corporate Office w.e.f. 1.12.13. In the absence of such enclosure, PP-CM cell may not examine such proposals. This may kindly be brought to the notice of all concerned.

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

Copy to: The CMD and all Directors, BSNL Board.