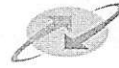


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भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)
BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

No. 27-1/2014-S&M-CM/19

Dated: 09.07.2014

To

The Chief General Managers
All Telecom Circles/Districts
BSNL

Sub: Provision of single C-Top-up SIM to DSAs-reg.

During meeting with National BSNL Franchisee Association held on 2.7.14 in BSNL CO, NBFA has intimated that circles are allowing multi C-Top-up SIMs to DSAs and hence indirectly hampering viability of franchisees. In this regard, it is clarified that DSAs should be given single C-top-up SIM per DSA to avoid channel conflict. Our focus has to be to strengthen the main sales channel i.e. Franchisee-Retailers.

(Upendra Bakolia)
Addl. GM (S&M-CM)