

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

No 13-1/ 2012-S&M-CM/ 5

Dated : 06.08.2012

To

The Chief General Managers,
All Telecom Circles / Districts,
BSNL

Sub: Marketing efforts and publicity of 3G Data Cards

Your kind attention is invited towards promotional offers issued for festival seasons vide no. 26-18/2010-T&C-CM dated 30.07.2012 and dated 31.07.2012.

In these letters corporate office has taken following initiative to increase the sale Data Cards:

1. 20% special discount on sale price of 3.6mbps data card.
2. Free 3.6 Mbps data card with any post paid data plan having FMC more than Rs. 400.
3. Special post paid data plan for two months at just Rs 450, with 3GB/ month free data download for two months.

These promotional offers need to be advertised so that maximum number of device's can be sold. Franchisee/ PoS / Retailers/ CSC staff be made aware about details of plans/ offers and wide publicity be made through press release, pamphlets, brochures and by sending SMS etc.

The feedback on daily basis be taken and sales report may kindly be send on every Monday on email: **salescmhq@gmail.com**.

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