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

28-2/2013-S&M-CM/26

Dated: 11.12.2013

To

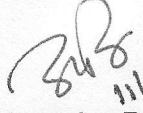
The Chief General Managers,
All Telecom Circles/Districts
BSNL.

Sub: Promotional CAF commission and incentive for MNP

Kindly refer this office letter no. 28-2/2013-SM-CM/11 dated 08.10.2013 vide which MNP CAF commission incentive for MNP was extended till 31.01.2014.

On analysis of weekly MNP data from Sept-2013 onwards, it is observed that there is no significant change in Port-out to Port-in ratio on PAN India basis.

Hence it is requested that the existing MNP CAF commission and incentive scheme for MNP may be popularized by field units amongst the distribution channels through SMS and by any other communication means to get the desired results. This will motivate the retailers which in turn will help in picking-up the MNP Port-in customers.


11/12/13
(Upendra Bakolia)
Addl. GM (S&M)-CM