



No.4-03/2011-S&M-CM/36

Dated: 16.08.2011

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

Subject : Sale for Paramilitary / Rakshak Plan for Army/Navy/Air force etc.

Ref: 26-18/2009-R&C(Pt.) dated 08.03.2011 and 26-14/2011-T&C-CM dated 19.05.2011

Kindly refer to this office letters under reference, regarding introduction of new GSM Postpaid **Rakshak Plan** and prepaid **Paramilitary plan**. These plans were launched on 08.03.2011 and 19.05.2011 respectively and are very popular / useful for Army/Navy/Air force etc.

Inspite of attractive USPs, only about 21000 connections have been sold till date. It appears that proper publicity has not been done to popularize and USPs are not in the knowledge of CSC staff.

Some USPs for these plans are as below:

A. Postpaid Rakshak Plan:

- Security + Activation charges for both numbers - **FREE**
- 30 Minutes / Day – Local +STD between both numbers - **FREE**
- Incoming Roaming on main number - **FREE**
- Attractive - **FREEBIES**

B. Prepaid Paramilitary plan:

- 20 Minutes / Day – Local / STD / Roaming to any two BSNL number - **FREE**
- Call rate Local / STD / Roaming in any network - **1p/Sec.**
- Attractive - **FREEBIES**

Pamphlets/Leaflets/Banners be printed and placed on CSCs / Military areas for wide publicity. Camps in Military area may also be organised. Sales target at circle level may be fixed for the month of August and September 2011.

The action taken report and no. of connection sold during August may be sent by 05.09.2011 on email **salescmhq@gmail.com**.


(Upendra Bakolia)
DGM (S&M-CM)

Copy to: Dir(CM) for kind information