

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

BSNLCO-CORM/11/1/2024-CORM

Date: 04.09.2024

To,

The Chief General Manager,
All Territorial Circles
Bharat Sanchar Nigam Ltd.

Sub: Utilizing the influence of sports persons in BSNL for marketing of BSNL products & Services - regarding.


BSNL is a prestigious member of All India Public Sector sports control board and is also affiliated member of various National sports federation of India.

BSNL has talented pool of outstanding sportsperson of approx. 500 people having national recognition, who are working in various circles of BSNL. Further with remarkable progress in SIM sales during past few months, BSNL has shown its commitment to shine through.

BSNL management desires that to leverage the influence of these sports person, they may be engaged for various marketing activities such as FTTH promotions, strategic partnership with TIP partners, promotion of BSNL Mobile SIM plans, promotion of leased lines and other roles assigned to these sports person.

Circles are therefore requested to leverage the skill and talent of these sports person and create a unique marketing strategy that showcases its commitment to employee development and diverse talent utilization.

This will help BSNL to effectively promote its products, increase brand visibility and thereby driving sales.


(Shuchi Shrivastava)
GM (Corporate
Mktg.)

Copy for kind information to:

1. PS to CMD
2. PS to Director (CM/CFA/EB/Fin/HR)