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Email: combsnlhq@gmail.com



No.: BSNLCO-CORM/13/1/2021-CORM Dated: Oct.22.10.2024

To

CGMs: All Telecom Circles/Districts

Subject: Launch of BSNL new Logo by Hon'ble MoC -reg.

BSNL Corporate office is pleased to announce the official launch of BSNL's new logo by Hon'ble Minister of Communications at Corporate office on 22.10.2024. The new logo will provide refreshed identity to the organization and will adapt to changing market trends. The new logo will also reflect BSNL's commitment to Connecting Bharat. It embodies our core values of security, affordability and reliability. The new logo is expected to promote brand expansion, increase brand value and strengthen brand reputation.

Corporate Office has already started rolling out the new logo across all our communication platforms, including our website, social media, and product packaging.

All Telecom Circles/Districts and verticals of corporate office are requested to use the BSNL's New Logo in all official communications, with immediate effect. The copies of the new logo (including open files) is enclosed herewith. The open file can also be downloaded from BSNL Intranet site under application download- marketing.

This has the approval of GM (Commercial)

Encl.: A/a

**(Rajesh Kumar Chawla)
AGM (Corp. Mktg.-II)**

Copy to:

1. PS to CMD, BSNL
2. PS to Director, CM/CFA/EB/HR/Fin, BSNL Board
3. CVO (BSNL)
4. GM (CS & Legal), BSNLCO.
5. PGM/Sr.GM/GMs- BSNLCO, New Delhi
6. GM(CIT), BSNLCO, New Delhi for updating on BSNL websites
7. PRO, Corporate office, New Delhi, for vide publicity.



BSNL

Connecting Bharat

Securely • **Affordably** • **Reliably**



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