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

No: 65-10/2016 – Mktg CFA

Dated: 16.08.2016

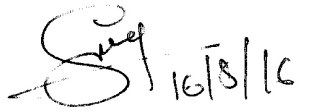
To
Chief General Managers,
All Telecom circle & Telcom Districts

Subject: Introduction of Unlimited Free calling on all Sundays from BSNL Landline Phones to all networks and promotional offer of new Landline connection @ 49/- per month

1. In order to promote its Landline phone, BSNL has introduced following offerings –
 - 1.1. Unlimited Free Calling on all Sundays from BSNL Landline Phones to all networks- Under this scheme unlimited calling shall be available to all existing and new BSNL Landline customers without paying any additional charges.
 - 1.2. Promotional offer for acquiring new Landline connection @ 49/- per month, valid for a period of three months
Under this offer, customers can avail new Landline connection @ 49/- per month by paying fixed monthly charges of Rs 49/- shall be charged for first six months. After expiry of six month period, the customer shall be charged monthly plan charges of General plan of the respective area.
2. The above schemes have been launched by BSNL with lots of hopes to revitalize Landline business of BSNL. Hence, it is expected that circles shall make all out efforts to acquire more Landline customers and retain existing customers, so as to compensate any impact on revenue after launch of above schemes.
3. You are requested to widely publicize these new offerings to all existing and prospective customers and use this opportunity to increase the landline customer base. You are requested to take following actions -
 - 3.1. Hold press conference and issue press release in all regional newspapers (Draft press release enclosed)
 - 3.2. Display the new offering thro Banners/posters/Flexes'/Billboards at prominent locations

- 3.3. Hold weekly sales camps in Markets/Near residential areas/Malls to acquire new landline customers and follow up for expeditious provisioning. Minimum one camp per JTO per week should be organized report may be submitted to this office 05th of every month.
 - 3.4. Provide Inserts in Telephone bills/Print message on the Bills
 - 3.5. Communicate these offering to customers through SMS/Email to all BSNL mobile customers as well as registered mobile number of all Landline customers.
 - 3.6. Contact (by visiting customer's premises) all the Landline customers currently under DNP and disconnected during last one year, inform them about schemes i.e. Free night calling scheme as well as Unlimited free calling on all Sundays and encourage them to use BSNL Landline service again
4. You are requested to make all out efforts to use this opportunity to increase Landline subscriber base. Monthly action taken report comprising each week camp report may be submitted to this office by 05th of every month through fax and at email id agmsalesmktg@bsnl.co.in

Encl: Draft Press Release


(Deepak Garg)
GM (NWP-BB)