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

No.: 7-3/2015 (PHM)

Dated: 28-07-2015

To

**The Chief General Manager
All Telecom Circles/Telecom Districts
BSNL**

**Sub.- Popularization of Night Free Calling and Roaming Free plans in Landline
and Mobile Services.**

Sir,

The recently launched **Night Free Calling** and **Free PAN India roaming** Schemes of BSNL is getting popular among the customers. However to achieve desired result it is felt that there is need to popularize these schemes more and more in order to increase our customer base in the wired and wireless sectors.

Hence it is requested to find out the ways and means to give wide publicity to popularize these schemes to grab this opportunity to increase our customers. The Circles are requested to use all the methods to popularize these two schemes. Some of the events/methods are given below and apart from these circles may also use their own devices which will more suitable for concerned places and marketing branch may be utilized effectively for this purpose.

1. Press Note
2. Press Conference
3. Local FM Radio/TV Channel
4. News paper advertisement
5. Posters/Banners/Flex
6. LED Display
7. Audio Jingles in Railway station/Bus stand
8. Add through State owned Busses
9. Add in the LL Telephone Bills
10. Conducting Melas
11. Door to Door add through staff
12. Feeding in the Dial tone
13. SMS/Mailer
14. Road Show
15. Distributing pamphlets
16. Add using Face book/twitter
17. Meeting with Staff/Association/Unions
18. Facility to register new connection request through sms

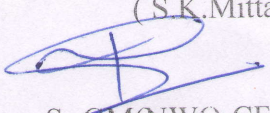
Circles are requested to send the compliance report on Fax no. 011-23734357 & 011-23766033 and by email on nwocfa@gmail.com

Regards

Copy to:

1. Dir(CFA), BSNL, CO, ND for information pl
2. PPS to CMD for information pl.

(S.K.Mittal)


Sr. GM(NWO-CFA)