

No: BSNLCO- COMN/17(11)/37/2022-CORM

Date: 19.03.2026

To,  
**Chief General Managers,  
BSNL Telecom Circles**

**Subject: Availability of Ready-to-Use Creatives Designed by Social Media Agency of Corporate Office – Regarding**

**Ref:** BSNLCO-COMN/17(11)/37/2022-CORM dated 05/03/2026.

Kindly refer to the letter cited above regarding engagement of M/s India News Communications Ltd. as the Social Media & Digital Marketing Agency by Corporate Office for providing creative and design support for social media, promotional campaigns, and other branding requirements across all BSNL Circles.

In continuation to the same, it is informed that the agency has developed a repository of standardized creatives to ensure uniformity in branding, consistency in messaging, and professional quality across all communication platforms. These creatives have been designed to be used by the Circles as per their requirements.

All Circles were earlier requested to submit their creative requirements to the agency. Based on the inputs received, creatives will be prepared and made available.

The Google Drive link & Bar Code Scanner containing all such creatives is available in Annexure-I.

This initiative aims to streamline branding efforts and enhance the overall impact of BSNL's communication across all Circles.

This issues with the approval of the Competent Authority.

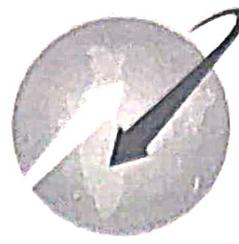
  
[Rajender Kumar]

AGM (Corporate Marketing)

Copy to:

1. PPS to Dir(CM) for kind information please.

Corporate Marketing Cell  
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**Annexure-I**

Google Drive Link for Creatives-

<https://drive.google.com/drive/folders/1yoLvFYqfsmJ0C5guVLqKODeFMau0eehj?usp=sharing>

**Bar Code Scanner-**

