

Broadband Cell Second Floor  
Bharat Sanchar Bhawan  
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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: 18.08.2016

To  
Chief General Managers,  
All Telecom circle & Metro Districts

**Subject: Wide publicity regarding Unlimited Free calling on all Sundays from BSNL Landline Phones and offer of new Landline connection @ 49/- per month**

1. As you are aware that BSNL has introduced new offerings to promote its Landline phone –
  - 1.1. Unlimited Free Calling on all Sundays from BSNL Landline Phones to all networks
  - 1.2. Promotional offer for acquiring new Landline connection @ 49/- per month
2. You are requested to make all out efforts to acquire more Landline customers and widely publicize these new offerings to all existing and prospective customers by taking following actions -
  - 2.1. Hold press conference at Circle level as well as SSA level
  - 2.2. Give briefing/interview at circle/SSA level on electronic media
  - 2.3. Publish suitable advertisement in print media within allotted marketing budget of the circle.
3. The Toll free number 1800 345 1500 should be mentioned invariably in all advertisements, marketing communications, press release etc.
4. You are requested to make all out efforts to use this opportunity to increase Landline subscriber base and submit action taken report to this office by 31<sup>st</sup> August 2016 through fax and at email id [agmsalesmktg@bsnl.co.in](mailto:agmsalesmktg@bsnl.co.in)

  
(Deepak Garg)  
GM (NWP-BB)

Copy to:  
Dir (CFA) for information please