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

No: 64-80/09- BB (S&M)

Dated: 23.04.2015

To
Chief General Managers
All Telecom circles/ Telecom Districts

Subject: Regarding wide publicity of unlimited free calling during night hours from BSNL Landline phones and acquiring new Landline customers

Ref: This office letter of even no. dated 20.04.2015

1. In continuation of the communication regarding press release on above subject vide letter under reference, it is requested to undertake following additional steps for wide promotion of unlimited free calling scheme during night hours and acquiring new Landline customers-
 - i) Banners/ Posters/ Flexi may be utilized for promoting the scheme at CSCs, Telephone exchange buildings and prominent locations in the city/town.
 - ii) Inserts may be given in the telephone Bills
 - iii) Word of mouth publicity through BSNL staff.
 - iv) Marketing camps be organized & efforts to be made to acquire new landline customers with expeditious provisioning.
 - v) SMS and Emails may be sent to the customers at their registered mobile number and email ids respectively.
 - vi) Toll free number 1800 345 1500 may be prominently displayed in all marketing communications for subscribing new landline phones.
2. Compliance report may be sent to this office through fax and emailid www.agmsalesmktg@bsnl.co.in
3. This has the approval of Dir (CFA).

Encl: As above


(Deepak Garg)
Addl. GM (NWP-BB)
23.4.15