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भारत संचार निगम लिमिटेड
(भारत सरकार का उद्यम)
BHARAT SANCHAR NIGAM LIMITED
(A Government of India Enterprise)

राकेश कुमार अग्रवाल

निदेशक (कन्ज्युमर मोबिलिटी)
बी.एस.एन.एल. बोर्ड

R. K. Agarwal
Director (Consumer Mobility)
B.S.N.L. Board

No. 3418-Dir(CM)/2009-L
Dated: November 4, 2009

Dear Shri

BSNL and MTNL have been the only operators who have launched 3G services in the country. By this time more than 200 cities in North and East Zones have been covered with 3G network. In South and West Zones 3G networks will be rolled out shortly. However, the off-take of 3G services so far is not as per the expectation.

In order to give a thrust to popularize 3G services, a very aggressive tariff plan is being launched by BSNL w.e.f. 9th November, 2009. This will stand out as a unique product in mobile market which has not been offered by any of our competitors. Therefore, it is imperative that all the available resources in Circles are harnessed to ensure that maximum publicity is given for this tariff plan and Circle Heads may monitor connections on daily basis as this scheme is being launched only for a short time.

Various activities to be done as part of this launch are summarized along with the timelines in the attached Annexure.

With regards,

Yours sincerely,

Encl.: As above.


(R.K. AGARWAL)

Shri
Chief General Managers,
North and East Zones

Copy to: CGMs of South and West Zones - for taking advance action in launch cities.

Annexure

Activities for launch of promotional 3G Tariff

- The 3G tariff is to be launched w.e.f. 9th Nov., 2009. Same will be uploaded on Intranet by 6th Nov., 2009. This is a promotional offer valid for 60 days.
- CGM shall organize a press conference to highlight the tariff changes proposed on 7.11.2009.
- Meetings may be held with all distribution channels and CSC staff, briefing about the product with in week's time preferably on 7.11.2009.
- SMS is to be sent to all Franchisees, Retailers and DSAs at regular intervals to make them aware of the Product. SMSs are to be sent to customers as well at regular intervals too. The first SMS is to be sent by 7.11.2009.
- Adequate display through Posters, Banners, Hoardings etc. are required to be put in important locations including the CSCs before 9.11.2009. Creatives are being uploaded by GM(Sales & Mktg.)-CM Corporate Office on Intranet by 5.11.2009.
- Printing of BTL material by Circles and supply of sufficient posters and tariff plan handouts to all the POS and CSC may be ensured by 9.11.2009.
- Ensure availability of sufficient Sims and data cards at all POS w.e.f. 9.11.2009.
- You can arrange Melas at all important locations in the city to give a push to sale w.e.f. 9.11.2009.
- As the Franchisee shall be getting around Rs.150 for sale of each SIM, he may be persuaded to give an attractive gift to all customers registering for a new 3G connection. This should be worked out at the Circle level to be followed across the Circle before 9.11.2009.
- Create Market buzz by innovative ideas and a new Campaign exclusively for this product.
- Necessary arrangements may be made to display all the features of 3G services in CSCs, Melas by 9.11.2009.
- Settings for mobile TV, BSNL live, BSNL portal, data card and other VAS should be made available in Circle website. BSNL staff may be well trained to configure the same in the CSC.
- Call Centre should also be well equipped to offer guidance and push all settings on 3G activation. This should be done by 9.11.2009.
- Bundling of 3G SIMs with Note-books supplied by M/s. DELL and M/s. HAER has been finalised.
- 3G traffic for voice/video/data may be monitored on daily basis.

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