

**Sales & Marketing-CM**  
219, Eastern court  
Corporate Office, New Delhi-1  
Tel No 23326544, Fax 23326545  
ddg\_sales@bsnl.co.in



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

**No. 27-10/2015/S&M-CM/38**

**Dated: 30.11.2015**

To

The Chief General Managers  
All Telecom Circles / Districts  
BSNL

**Sub: - Extension of revised Trade scheme for channel partners**

**Ref-1: - This office letter no: 27-10/2015/S&M-CM/36 dated: 01.09.2015**

Kindly refer to this office letter under reference vide which revised Trade scheme was launched to give further impetus to SIM sale & revenue and to keep channel partners motivated. Trade scheme is expiring on 30.11.2015.

In order to continue the momentum; it has been decided to further extend the scheme (issued vide letter under reference) for another three months w.e.f 01.12.2015 for festive season like X-mas/New Year/Makar Sakranti/Vasant panchami etc. to give positive impact on growth of SIM sale.

All out efforts should be made to grab maximum connections during the scheme period. POS should be informed about this attractive scheme by sending SMS. Further extension of the scheme will be considered based on the response of the scheme.

**(Upendra Bakolia)**  
**Addl. GM (S&M)-CM**

**Copy to:**  
**GM (Dev), ITPC, Hyderabad**