



**List of Circles where telecom operation is closing down**

<b>Name of the Operator</b>	<b>Circles closed down</b>	<b>Circles operating</b>	<b>Technology</b>
Uninor	Assam, Delhi, Haryana, Himachal Pradesh, J&K, Karnataka, Kerala, Kolkata, MP, Mumbai, North East, Odisha, Punjab, Rajasthan, Tamil Nadu, West Bengal	AP, GUJRAT, MAHARASTRA, UP(W), UP(E), BIHAR	GSM
Videoccon	AP, Assam, Delhi, Himachal Pradesh, J&K, Karnataka, Kerala, Kolkata, Maharashtra, Mumbai, North East, Odisha, Punjab, Rajasthan, Tamil Nadu, West Bengal	BIHAR, GUJRAT, HARYANA, MP, UPE, UP(W)	GSM
Loop	AP, Assam, Bihar, Delhi, Gujarat, Haryana, Himachal Pradesh, J&K, Karnataka, Kerala, Kolkata, MP, Maharashtra, North East, Odisha, Punjab, Rajasthan, Tamil Nadu, UPE), UP(W), West Bengal		GSM
Etisalat	AP, Bihar, Delhi, Gujarat, Haryana, Karnataka, Kerala, MP, Maharashtra, Mumbai, Punjab, Rajasthan, Tamil Nadu, UP(E), UP(W)		GSM
S Tel	Assam, Bihar, Himachal Pradesh, J&K, North East, Odisha,		GSM
Tata Tele Services	Assam, J&K, North East		CDMA

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**भारत संचार निगम लिमिटेड**  
(भारत संचार नि. 2002)  
**BIHAR SANCHAR NIGAM LIMITED**  
(A Govt. of India Undertaking)

No. 28-1/2012-SM-CM (pt)

Dated: 16.01.2013

To

The Chief General Managers,  
J&K, Assam, NE-I & NE-II Circle,  
BSNL.

**Subject: Action plan for acquiring customers from TTL.**

Kindly refer to letter No.89-07/2010-CDMA/Vol.II dt.14.1.13 on the above subject. A special promotional tariff has been issued for CDMA, GSM voice plans as well as EVDO and 3G Data cards vide letter No.26-16/2010-T&C-CM dt.11.1.2013.

As all the competitors shall be gearing up to acquire the customers, it is proposed to follow the following action plan so as to give a boost to the efforts for acquiring new customers :-

1. The promotional tariff should be popularized by way of calling press conference in each circle. The SSA heads may also carry out press conference at SSA levels. The press conference should get adequate publicity in the print and electronic media.
2. Suitable posters may be printed and circulated to all point of sales, DSAs and customers services centers indicating offers & attractive plans.
3. The Project Vijay team may be briefed about the promotional offers and may be asked to move from retailer to retailer educating them about BSNL plans and offers.
4. Recently certain creative's have been finalized by BSNL CO & being uploaded shortly and the same may be utilized for hoardings at prominent places and customer service centres so as to give brand visibility and product awareness.
5. Promotional CAF commission for MNP has already been issued vide this office letter no. 28-1/2012-SM-CM/16(Pt) dated 08.01.2013 initially for 30 days and the same may be extended by CGMs up-to 31.03.2013. The franchisees and retailers may be intimated about the same.
6. A close watch may be kept on the offers made by the competitors in the circle and in case any new promotional tariff is desired to be launched based on the circle competitive scenario, same should be sent through the circle ECT to the corporate office for approval.
7. The circle GM(S&M-CM) should monitor the acquisition of customers consequent upon the closure of the certain operators and submit SSA wise weekly reports to the undersigned in e/mail ID salescmhq@gmail.com.

  
( Bijoyananda Mishra )  
Sr.GM(S&M-CM)

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**भारत संचार निगम लिमिटेड**  
(भारत संचार निगम लिमिटेड)  
**BHARAT SANCHAR NIGAM LIMITED**  
(A Govt. of India Company)

No. 27-9/2012-S&M-CM/18 (P+)

Dated: 08.01.2013

To

The Chief General Managers  
All Telecom Circles/Districts  
BSNL

**Sub: Promotional CAF commission structure for MNP**

Kindly refer this office letter no. 27-1/2011-SM-CM/42 dated 31.05.2012 vide which MNP CAF commission was extended till 30.09.2012.

In view of potential to churn more customers from other operators in LSAs particularly the ones where licenses have been cancelled, competent authority has approved the following regarding CAF commission, for MNP cases only, for a limited period only i.e. initially for a period of 30 days. Depending on the results achieved during the initial spell of 30 days the same may be extended by CGM up-to 31.03.2013.

1. In special cases where private telecom operators are winding-up their services, CGMs are authorized to implement enhanced MNP CAF commission as below:

a. In case of Pre-paid- Up-to Rs. 100/- per connection.

b. In case of Post-paid-50% of FMC up-to maximum of Rs. 150/- per CAF subject to condition that first bill has been paid by the customer.

2. In other cases, CGMs are authorized to implement MNP CAF commission as below:

a. In case of Pre-paid- Rs. 50/- per connection.

b. In case of Post-paid- 50% of FMC up-to maximum of Rs. 150/- per CAF subject to condition that first bill has been paid by the customer.

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