

Sales & Marketing-Consumer Mobility  
BSNL Corporate Office,  
Eastern Court, Janpath, New Delhi-1  
Tel No: 23326544



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

F.No.4-48/2010/S&M-CM

Dated: 13 August, 2012

To


All Chief General Managers,  
All Telecom. Circles/Districts,  
BSNL.

Subject: **Marketing efforts for new Plans /Promotional offers, Standard operating procedures thereof.**

Various promotional offers and plans are being launched by Corporate Office through T&C circulars. Some circle specific plans are also approved by the Corporate Office ECT on the basis of recommendations by the CGMT.

In all the above cases following guidelines may kindly be followed:-

- i) Configuration and testing of the plans/offers in IN before due date of launching.
- ii) Communication of USPs/offers of the plans before the scheduled date of launch to
  - a) BSNL staff
  - b) CSCs
  - c) Franchisees/POS
- iii) Press releases highlighting the benefits of special plans/offers and date of launch.
- iv) SMS to customers and POS.
- v) Display at Customers Service Centres, Notice Boards, POS through posters/banners, computer print outs etc.
- vi) Promotion of the scheme may also be carried out using FM Radio, AIR, TV Scroll, Print advertisement, hoardings etc. within the allocated Budget.
- vii) Franchisees may be asked to organize camps, canopies at various locations. BSNL may also organize Melas for the same.
- viii) Feedback on the plans/offers should be collected, analyzed and sent on monthly basis on e-mail salescmhq@gmail.com./hqcm.pp@gmail.com.

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