

**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. 27-9/2014-S&M-CM/10

Dated: 09.03.2015

To

The Chief General Managers  
All Telecom Circles / Districts  
BSNL

**Sub: Reduced SIM cost for 64K smart SIM to franchisees.**

**Ref:- This office letter no. 27-9/2014-S&M-CM/2 dated 23.01.2015**

Kindly refer to letter under reference vide which a promotional offer of reduced SIM cost (for 64K normal SIM) and increased CAF commission to franchisees was extended for another three months w.e.f. 1.1.2015 to 31.3.2015.

In this regard competent authority has further approved that:-

Cost of 64K smart SIM has also been reduced from Rs. 15/- to Rs. 10/- to franchisee keeping price to customers @ Rs.20/-. This scheme shall be applicable from 10.03.2015 to 31.3.2015.

It is requested to give wide publicity to the scheme among franchisees and all out efforts be made to acquire maximum number of new connections during the scheme period.

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