

Corporate Marketing

108, Bharat Sanchar Bhawan,
Jan path., New Delhi-110 001
Tel No: 011-23734061
Fax: 011-23734105



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

No.CA/Mktg/14-1/ 2012

Dated:20th June 2012

To,

The Chief General Manager,
All Telecom Circles/ Districts
BSNL

Sub: Earmarking of space for BSNL Advertisement on Landline Telephone Bill & some creative Designs for strip ad on earmarked space.

With reference to above mentioned subject it is intimated that Corporate Office has finalized space earmarking of 3 cm by 11 cm on land line bills for BSNL advertisement. A sample copy of landline bill is enclosed as Annex-1

Further, some creative for strip ads on earmarked space of landline telephone bills are also finalized . These creative are uploaded in Marketing download section of BSNL Intranet portal.

All Telecom Circles and Districts are requested to use these Creative in earmarked space of land line bill as per necessity & requirement for Marketing & advertisement.

(Vivek Singh)
DGM (Corp -Mktg)

Issued on 25-6-12

BHARAT SANCHAR NIGAM LIMITED

Pune Telecom District

Telephone Bill

Name & Address of the Customer

A.D. JADHAV DE (OFC)
SAI-KIRAN APPARTMENT SEC 27 NEAR SHALU
AGENCY PLOT NO 533 FLAT NO 2 MH
PRADHIKARAN PUNE
411044.03
India

Customer ID 2000759741
Account Number 1019074477
Invoice Number 10190744770009
Invoice Date 09/03/2012
Invoice Period 01/02/2012 to 29/02/2012
Due Date 07/04/2012
Customer Type SERVICE
Phone Number 020-27650120

Deposit 499.00

Account Summary

Previous Balance	Last Payment	Adjustments	Current Charges	Account Balance	Amount Payable (Rounded Up)
220.00	0.00	13.87	220.56	454.43	455.00

Adjustments

Adjustment Description	Charges
Adjustment For Miscellaneous Charges	3.87
Penalty For Late Payments Made	10.00
Total Charges (Rs.)	13.87

Summary of Current Charges Amount (Rs.)

Recurring Charges	499.00
One Time Charges	0.00
Usage Charges	453.00
Discount	-752.40
Tax	20.96
Total Charges	220.56

Tax Details

Description	Tax Rate	Amount (Rs.)
Service Tax	10.00%	20.35
Educational Cess	0.20%	0.41
Higher Edu. Cess	0.10%	0.20

Dear Customer,

BSNL has done away with the STD charges for calls made from BSNL fixed line to any other fixed line and now you are charged only @ 3 Minutes pulse for such calls. To enable all its customers to enjoy this facility, all non STD customers have been extended STD facility without any extra security deposit. Now you can call your near and dear ones at their Fixed/WLL telephone anywhere in India from your Fixed Line/WLL Phone at local call rates (@ 3 Minutes pulse).

In case you do not want the STD facility, please send an application to our customer service representative.

Accounts Officer (TR)

This is a Computer generated Bill and hence does not require any Signature.


PAN Number AABCB5576G

Space for Advt
3 cms by 11 cms

E & OE

Counter Foil

Pune Telecom District

Invoice No.: 10190744770009	BHARAT SANCHAR NIGAM LTD	Account No.: 1019074477
Invoice Date: 09/03/2012		Phone No.: 020-27650120
Due Date: 07/04/2012		Amount Due: 455.00
Mode of payment <input type="checkbox"/> Cash <input type="checkbox"/> Cheque/DD <input type="checkbox"/> Credit / Debit Card <input type="checkbox"/> E-payment <input type="checkbox"/> EFT		
Cheque/DD No. _____ Dated <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Bank _____ Branch _____		
Please Charge Rs. _____ Against Card no. _____ <input type="checkbox"/> Visa <input type="checkbox"/> Masters <input type="checkbox"/> Diners <input type="checkbox"/> Amex		
Expiry Date <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Signature _____ Card Holder's Name _____		
Please make crossed Cheque/DD/Pay order for Amount Payable (Rounded Up) in favour of AO (Cash), BSNL, PUNE		
Note: Post Offices / Banks to accept Bills against Account Number on or before Due Date only		

For bank use only

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34/C

(These are uploaded in Marketing Download section)

www.bsnl.co.in



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Plan 500 > BSNL Land line to any BSNL Landline or BSNL mobile free all over India.

For details call Toll Free No. 1800 345 1500



STD @ Local Rates

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can now call on any fixed lines
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3 minute pulse rate

For details call Toll Free No. 1800-345-1500



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