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| --- | --- | --- |
| O/o. General Manager (S&M-CM),  Tamil Nadu Telecom Circle,  CTS Building, III Floor,  # 16, Greams Road, Chennai 600006. |  |  |

To

All Head of SSAs,

Tamil Nadu Circle.

No. CSC/G103/CFA letters /10-11/29 dated at Chennai 6 the 05/03/2012

Sub: Filling email and contact mobile number in CAF for Broadband- reg.

Ref: CO-ND No. 64-72/09-Broadband dt 18/02/2012

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Kindly refer to the letter cited under reference, wherein it is stated that – “***Customers may be asked to fill their email id and Mobile number in the CAF for Broad band and CSC staff may feed them into the system at the time of collecting the CAF of Broadband customer. This will help in marketing, advertising and promotion of different VAS to broadband customers thru emails and SMSs***”,

It is hereby instructed that all CSCs may ask the prospective Broadband customers to fill email id and mobile number in their CAF for Broadband and CSC staff may incorporate the same in the system without fail, so as to facilitate marketing, advertising and promoting VAS to Broadband customers thru emails and SMSs.

**Sd/..**

**G SWAMINATHAN**

**ASSISTANT GENERAL MANGER (CSC)**

Copy to

GM (S&M) CFA, Chennai for kind information