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| |  |  |  | | --- | --- | --- | | **Office of Chief General Manager(Telecom)**  **Marketing Cell-CFA,**  **Tamilnadu Telecom Circle**  **New CTS Building , Ground Floor,**  **16, Greams Road, Chennai-600 006** |  | **Òkjr lapkj fuxe fyfeBsM**  **(Òkjr ljdkj dk ,d m|e)**  **BHARAT SANCHAR NIGAM LIMITED**  **(A Government of India Enterprise)**  **1** |   To  Heads of all SSAs  **No: MKTG/CFA/Marketing Activities / 2013-14 /92 dt at Chennai-6 the .09.2013**  Sub: Marketing Activities by SSAs-reg  Ref: BSNL HQrs Ltr. No.CA/Mktg/1 4-01/201 3 dated 23.09.2013  -o-  Kindly refer to the letter received from BSNL HQrs cited above regarding the Marketing activities carried out by our Circle (Copy enclosed). The marketing activities report of TN Circle has been reviewed by CMD, BSNL HQrs and has appreciated the activities performed by TN Circle. Congrats to all the Marketing team in the SSAs as even in this financial crunch period, our marketing teams have put their utmost efforts.👍  However in this cut throat competition with private operators, we need to market our products vigorously as well us our brand image. It should be embossed in the minds of the customers that BSNL is a transparent, customer friendly organization.    While interacting with the SSAs, it is noticed that in some of the SSAs there is no exclusive Officer posted for CFA marketing. Udaan team is also not fully tapped. So, the CFA marketing activities gets least priority.  But, while analyzing our business, most of our revenue is derived from landline/ Broadband ie with our existing customers. So, in addition to get new customers, it is very much essential to retain our valuable customers through our superior service and also through our brand image.  So, it is requested to post Officers for CFA marketing so that we can increase the customer base thereby increasing the revenue. Volunteers can be called for from the Officers who have aptitude in marketing or Officers with marketing skills so that vigorous marketing can be done and we can win over the competition.    Contd……  So, BSNL HQrs, vide the letter referred above has given some suggestion to in order to boost up our marketing activities. The same has been briefed as under.  1. Organize monthly inspection of departmental hoardings  2. Change the flex sheet / message once in two calendar months on all departmental  hoardings with current & relevant message.  3. Plan for new hoardings in departmental building at vantage locations which can give good  visibility to BSNL & thereby cover all the departmental building/plots.  4. Organize inspection of board at Retailers/Franchisees/PoS/PCO to ensure that sign boards  are available in good condition and displayed prominently so as to cover all sign boards  once in a calendar year.  5. Organize Road-show once a quarter in each SSA. Road Shows should be arranged at new BTS  sites and also in the BTS area where traffic is less than 5 Erlang.  6. Organize one Mela once a quarter in each SSA for reconnection of disconnected/DNP  connections with applicable rebates.  The above activities may be carried out in true spirit so that through our vigorous marketing we are able to educate customers of our products and services and increase the customer base.  Also it is requested to send the “Monthly Report on the Marketing Activities” carried out in the SSAs every month **positively by 5th of every month** for forwarding the same to BSNL HQrs and also to plan activities in the Circle level. The proforma for giving the Monthly report is enclosed in the Annexure please.  Encl. a/a  **[N.Meikantamanickam]**  **General Manager(S&M-CFA),**  **BSNL, TN Circle,**  **Chennai-6**  **Office of Chief General Manager(Telecom)**  **Marketing Cell-CFA,**  **Tamilnadu Telecom Circle**  **New CTS Building , Ground Floor,**  **16, Greams Road, Chennai-600 006** |  | **BHARAT SANCHAR NIGAM LIMITED**  **(A Government of India Enterprise)**  **1** |

To

Heads of SSAs (Except ERD, KMB, NGC, NIL)

**No: MKTG/CFA/Promotional Scheme/BFone/Part I/ 2011-12 / dt at Ch-6 the 17 .10.2013**

Sub: Voice only facility on FTTH-reg

Ref: BSNL HQrs Ltr. No.1-1/2012-R&C [CFA] dated 14.10.2013

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BSNL HQrs. vide the letter referred above has given approval to extend voice only facility on FTTH for any landline plan of Rs 180/- and above on promotional basis for 90 days, subject to the following conditions.

1. Such customers shall not be more than 20% of the total FTTH capacity in the city &
2. Such FTTH connections shall be provided at the places wherever telecom services are not feasible on copper network

The Heads of SSAs are requested to promote this offer among the customers and bring in more FTTH connections during this 100 days programme.

This Office has planned to print brochures for FTTH and the same will be despatched to the SSAs soon, for distribution to builders of flats, occupants, pasting the same in bigger flat areas etc.

***-SIGNED-***

**[N.Meikantamanickam]**

**General Manager(S&M-CFA),**

**BSNL, TN Circle,**

**Chennai-6**

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