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| Office of Chief General Manager(Telecom) Marketing Cell, Tamilnadu Telecom Circle Admn Building 16,Greams roadChennai-600 006  |  |  BHARAT SANCHAR NIGAM LIMITED(A Government of India Enterprise)1 |

Mktg: CS-CFA-/ Tariff Circular/ 2015-16/6 dated at Ch- 6 the 15/4/2015

To

All Heads of SSAs

Tamilnadu Circle.

Sub: Revision of Sulabh plan (exchange capacity <30,000 lines) –reg.

Ref:1. CO lt 3-4/2014 R&C (CFA) Circular 4/15-16 dated 10.04.15

Corporate office vide above reference letter has conveyed about the revision of FMC for Sulabh Plan exchange capacity <30,000 lines from Rs 90 to Rs 110 **w.e.f from 1.5.2015.**

The copy of the above Corporate office letter is enclosed herewith.

SSAs are requested to convey the above revision to the existing customers through the following means**.**

1. To call the customer over phone / mobile phone and intimate them about the above revision of tariff.
2. To send a post card by stamping the information by way of rubber stamp etc .The appropriate text may be selected and conveyed to the concerned customer.
3. To send the information through e mail for the customers having BB.
4. SMS blast to the customers who registered their mobile numbers with BSNL.
5. By making use of IVRS available with SSAs.

A sample text is given below. The plan name and relevant FMC may be filled separately for each plan.

“Dear customer your existing Sulabh plan FMC has been revised from Rs 90 to Rs 110 with no free calls and Call charges Rs 1.20/MCU for all network w.e.f 1.5.15. Thank you for your continued patronage in BSNL please.”

**The customer data base may please be obtained from IT wing of SSA/Circle Office**.

 (sd)

Deputy General Manager (S&M CFA),

O/o The General Manager (S&M-CFA),

BSNL, Tamilnadu Circle,

Chennai-6

Copy to:

1. Sr. General Manager (TR), O/o CGM BSNL, TN Circle, Chennai-600 006.

2. The Dy.GM (TR), to analyze the impact of the plan revenue wise after one month

 of implementation of the plan.

3. The Dy. General Manager ( IT), O/o CGM BSNL, TN Circle, Chennai-600 006.

4. AGM (MKTG-CFA)/ AGM (Udaan), GM S& M (CFA), 16, Greams Road, Chennai-6.

5. AGM (CSC), O/o GM S& M (CM), 3rd Floor, 16, Greams Road, Chennai-600 006.

6. AGM (BB), O/o the GM (Dev), No.60, Ethiraj Salai, Chennai-600 008.

7. Circle Intranet. 8. Spare.

 



