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भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)

BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

IndiaBroadband²⁰⁰⁷
Linking India >>

No: 64-83 /09-S & M-CFA

Dt: 28-10-09

To

All Heads of Circles/Metro Districts.

Sub: Improving Marketing Strategies to promote Land Line & BB connections to PSU Employees-regarding

This is with reference to 20 % discount scheme available for usage & rental to govt.employees (Central Govt/State Govt/PSUs). It is found that even after introduction of this scheme, progress of Broadband connections has been tardy & in fact the scheme has not been communicated properly to prospective customers.

It is therefore requested that Road Shows/Melas may be arranged at Central Govt/PSU locations to give wide publicity to this discount scheme & try to acquire more customers & also to retain the existing customers.

At least 25 Melas per Month should be arranged during November & December 2009 in each circle for this scheme & progress be reported on broadbadbsnlco@gmail.com.

(Anil Jain)
GM(NWP-BB)