

Sales & Marketing-CM

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

27-1/2011-S&M-CM/76

Dated: 27.12.2013

To

The Chief General Managers,
All Telecom Circles/Districts
BSNL.

Subject: Payment of Landline postpaid bills through C-TOPUP system – actions required to popularize the service

Kindly refer to this office letter no. 27-1/2011-S&M-CM dated 20.12.2013 vide which channel partners have been authorized to accept payment of post-paid land line bills through C-TOPUP system on the lines of mobile post-paid bills.

To popularize this customer friendly initiative, circles are requested to take following actions immediately.

1. Send SMS to all channel partners to make them aware about the customer friendly service which will also enable them to earn additional income.

Text for SMS to be sent to PoS:

"Please start accepting payment of post-paid landline bills through C-TOPUP separate wallet and earn handsome Commission"

2. Customers may be informed by sending SMS, printing messages on landline bills, through Radio jingles and also through print media.

Text for message to be sent to Customer :

"Dear subscriber, You may now pay your BSNL landline bill through BSNL franchisee / Retailer also. Please contact nearest BSNL PoS (Point of Sale)"

3. This office has uploaded a "Press Communiqué" on intranet on dated 23.12.2013 in this regard. Circle may make use of contents of that press release and if need be, translate that into regional languages and issue press releases in local news papers.
4. Franchisee Managers should monitor performance of franchisees on this aspect as well and ensure regular TOPUP of their post paid C-TOPUP wallets. In addition, all AO's in the SSA's, while issuing stock / inventory of pre-paid C-TOPUP wallet to franchisees should persuade them to buy a certain amount of C-TOPUP value for separate wallet for post-paid bill payment also. This would help in picking up the service.

(Upendra Bakolia)
Addl. GM (Sales & Mktg.)