

605, Sales & Marketing-Consumer Mobility  
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**भारत संचार निगम लिमिटेड**  
(भारत सरकार का उपक्रम)  
**BHARAT SANCHAR NIGAM LIMITED**  
(A Govt. of India Enterprise)

No.4-48/2013-14-S&M-CM

Dated: 29<sup>th</sup> January, 2014

To

The Chief General Managers,  
All Telecom Circles/Districts

**Subject: Promotion of "One nation, One number, One rupee a day – Roaming free by BSNL".**

Kindly refer to tariff circular No.76/13-14 dated 29.1.14 regarding introduction of new roaming STV of Rs.90/- with validity of 90 days. As the scheme has already been announced by Hon'ble MOC&IT, you are requested to ensure wide publicity of this customer friendly roaming tariff by BSNL. In this regard followings are to be ensured as early as possible:-

1. Press release by all Circle Heads as well as SSA Heads – draft text, which can be modified based on local requirement is enclosed as Ann.I.
2. Dangers and Posters may be got printed and made available at all points of sale & CSCs – two samples for the purpose are enclosed as Ann.II.
3. Radio jingle popularising the roaming tariff has been got prepared and the file is available in Marketing download section of Intranet. It may be made use of effectively.

Internal marketing is very important and hence it is requested to allocate suitable time slot for discussion about roaming tariffs in the SSA heads meeting, franchisee/retailers meet, interaction with CSC staff, discussion at various union/association platforms and briefing to call center trainers and team leaders.

Let us remember that quality of service will always have priority over tariff and hence kindly ensure special drive for testing of roaming using test SIMs from all other circles available in your circle.

( S.C. SHARMA )  
G.M.(S&M-CM)

Encl.: As above.

Copy to:

1. CMD and all Directors, BSNL Board for information.
2. All EDs/PGMs/SrGMs/GMs, BSNL CO.
3. President National BSNL Franchisee Association, Kolkata.