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भारत संचार निगम लिमिटेड

(भारत सरकार का उद्यम)

BHARAT SANCHAR NIGAM LIMITED

(A Govt. of India Enterprise)

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D.O. No.: 25-58/2012-13/NWO-CFA/ (IN)

Dated the 5th October 2012

नरेश कुमार गुप्ता
निदेशक (सी.एफ.ए.)

N.K. Gupta
Director (C.F.A.)

Dear Shri By Name (ALL C.G.Ms)

Recently, CMD reviewed the various tariff related activities of Fixed Line. During the tariff review CMD was apprised about the status of various tariff plans and the strategy for future.

As a strategy, it has been decided to move fixed line tariff from MCU based to MOU based. As a first step, ISD tariff for all countries was reviewed and revised w. e. f. 1st October 2012. The ISD tariff which was earlier based on MCU's was changed to MOU.

Subsequently, MOU based unlimited plans in fixed line were also launched to cater to the high end customers. Target fixed for the same was conveyed to your Circle vide CMD's D.O. of even no. dated 02.08.12. The performance of above plan was also reviewed and was found that most of the Circles are lacking in their efforts and they are nowhere near target except A.P., Madhya Pradesh and Maharashtra Telecom Circle. Among them there are few Circles who have not taken a single step to popularize the plans despite repeated reminders. Recently an 'Unlimited Night calling plan' was also launched on BSNL foundation day to cater to the youth segment and to utilize the idle capacity in the night hours.

During the above review, it was felt that despite the availability of new tariff plans: enough efforts are not being made by most of the Circles to market them. The importance of Marketing is often being downplayed and BSNL is mostly dependant on word to mouth publicity. The importance of effective marketing plan is not being realized.

It is suggested that to increase the cost effectiveness of marketing plans; strategy of targeted marketing may be adopted. Accordingly, unlimited plans may be marketed especially among commercial and high end retail customers whereas youth segment can be targeted for Unlimited Night Calling Plan.

I expect you to finalize the marketing plan for these new plans quickly and send me the detail of actions taken, along with the copies of advertisement, photos, pamphlets etc. I expect that your concentrated effort will surely translate into acquisition of many new customers under these plans.

Your detailed reply as per above shall reach to the undersigned **12th October 2012**.

With regards,

Yours sincerely,


[N.K. Gupta]

Shri.....,
Chief General Manager,
..... Telecom Circle,
Bharat Sanchar Nigam Limited