

Bharat Sanchar Bhawan  
Janpath New Delhi - 110001  
Tel: 011-23311183  
Fax:011-23734284



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

No: 64-259/2013- S&M CFA

Dated: 07/03/2014

To  
Chief General Managers  
All Telecom circle/ Telecom District

**Subject:** "Holding of more outdoor sales camps for CFA products" - Reg

1. In order to increase the sales of various CFA products viz Landline, Broadband & FTTH connections etc. it has been decided to organize outdoor sales camps more frequently and on regular basis, especially in the new upcoming areas, apartments, markets etc.
2. You are requested to organize outdoor sales camps **"with a frequency of at least one camp per JTO outdoor per week"** and the progress report shall be submitted SSA wise indicating number of outdoor JTOs, number of camps organized and number of new landline, Broadband & FTTH connections booked from these camps, as per format below -

Month \_\_\_\_\_ Name of Circle \_\_\_\_\_

Name of SSA	No. of JTO outdoor in the SSA	No. of camps organized in the month	No. of connections booked		
			Landline	Broadband	FTTH

3. It is requested that progress on the subject may kindly be sent through fax and on email id [broadbandbsnlco@gmail.com](mailto:broadbandbsnlco@gmail.com) by 10th of the ensuing month,

  
10/03/14  
(Deepak Garg)

Addl GM (NWP-BB)

CC: Dir (CFA) for kind information please.