



No.4-03/2011-S&M-CM


Dated: 01.06.2011

To  
The Chief General Managers,  
All Telecom Circles/Metro Districts  
BSNL

Subject : **Efforts for proper marketing and sale of CDMA products/services**

In a stiff competitive market, it is very important to know the market and also strategies adopted by our competitors by suitable correction in our strategies in such a way that BSNL is able to increase the market share & revenue. In this regard letter No-41-01/2011-S&M-CM may be referred to.

2. Products/services of CDMA based technology are highly competitive & there is lot of scope for sale of EVDO/1X Data Card/ CDMA Mobile. To increase the sale of CDMA products/services, the various USP of CDMA products must be well known to POS i.e. sale team, channel partners ,Retailers, DSA's and CSC staff.
3. Proper marketing strategies like sending SMS, printing on phone bills, holding Press conferences, display on notice boards of exchange buildings/ other bldg /CSC,s, retailer meet, pamphlet/banners, should be adopted for populating USPs (Unique Selling Propositions) of CDMA products.
4. Some USP for CDMA products are as follow:
  - **EVDO Data Card**
    - Sale price reduced from Rs 2500 to 1499
    - Maximum speed up to 3.1 Mbps
    - Unlimited Data plan just in Rs 750/month with roaming
    - All India Roaming except Delhi/Mumbai
    - 20% discount for PSU/Central/State employees for post paid customers  
Up to 31.10.2011
  - **1X Data Card**
    - Sale price reduced from 2000 to 1500 upto 30.06.11
    - Maximum speed up to 144 Kbps.
    - Unlimited data plan 250/month without roaming
    - Unlimited data plan 350/month with roaming
  - **CDMA Prepaid Mobile**
    - 50% extra talk time on all Topups upto 30.06.11
    - Local Azadi pack STV just in Rs 150 upto 30.06.11
    - STD Azadi pack STV just in Rs 300 upto 30.06.11
    - Annual AZADI PLAN: Just in Rs 1500/ upto 30.06.11
      - (a) Unlimited local (on-net) call on Mobile/ WLL/LL for 365 days
      - (b) STD/ Local (off-net) call@ 30 paisa/minute
      - (c) Local/National SMS@30 Paisa

  
(Upendra Bakolia)  
D GM (S&M-CM)

Copy to: Dir(CM) for kind information