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

No. 27-10/2015/S&M-CM/45

Dated: 22.03.2016

To

The Chief General Managers  
All Telecom Circles / Districts  
BSNL

**Sub: - Extension of revised Trade scheme for channel partners**

**Ref-1: - This office letter no: 27-10/2015/S&M-CM/36 dated: 01.09.2015**

**Ref-2:- This office letter no: 27-10/2015/S&M-CM/38 dated: 30.11.2015**

**Ref-3- This office letter no: 27-10/2015/S&M-CM/41 dated: 29.02.2016**

Kindly refer to this office letter under references vide which revised Trade scheme was launched & subsequently extended to give further impetus to SIM sale & revenue and to keep channel partners motivated. Trade scheme is expiring on 31.03.2016.

In order to continue the momentum of positive trend of SIM activations and to keep channel partners motivated, approval of competent authority is hereby conveyed to extend the revised Trade scheme issued vide this office letter no. 27-10/2015-S&M-CM/36 dated 01.09.2015 for another one month wef 01.04.2016 till 30.4.2016.

All out efforts should be made to grab maximum connections during the scheme period. POS should be informed about this attractive scheme by sending SMS.

(Upendra Bakolia)  
Addl. GM (S&M)-CM

Copy to:

GM (Dev), ITPC, Hyderabad