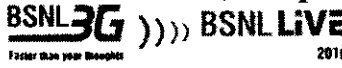


BHARAT SANCHAR NIGAM LIMITED
(VAS BRANCH)
2nd Floor Bharat Sanchar Bhawan, Janpath, New Delhi 110001



No. 200-12/2012(pt)-VAS

Dated: 5th June, 2012

To

All CGMs,

BSNL Telecom Circles/Districts.

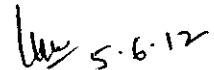
Ref: D. O. No. 200-12/2012-VAS (pt) dated 22nd May 2012.

Subject: Power point presentation on Cell broadcast services.

With reference to above D.O. letter written to all CGMs, a power point presentation (enclosed) explaining Cell broadcast services has been prepared to bring awareness among circles. The PPT may be circulated for internal marketing of Cell Broadcast services.

Therefore, you are requested to take necessary action to generate revenue through this channel and test the services on various make & models of handsets at different areas.

Feedbacks may be mailed to dkagrawal@bsnl.co.in and faxed at 011-23734304.


V.K. Sharma
Dy Manager (VAS-III)
M: 09868241941

Encl: PPT for Cell broadcast Service.