

Office of  
Chief General Manager(Telecom)  
Marketing Cell-CFA,  
Tamilnadu Telecom Circle  
New CTS Building , Ground Floor,  
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भारत संचार निगम लिमिटेड  
(भारत सरकार का एक उद्यम)  
**BHARAT SANCHAR NIGAM LIMITED**  
(A Government of India Enterprise)  
**BSNL 3G** )))) **BSNLLIVE**  
Faster than your thoughts 2010

Mktg/CFA/Marketing activities/14

dt 21/08/12


Sub: Target for new unlimited / Add on/TV 250 plans.

New plans viz. Unlimited plans, Add on plans and TV 250 plan under land line segment were launched with an objective to retain high calling landline customers and to attract new high usage customers and thereby increase loading of our land line network.

It is observed that most of the new customers under the above plans are in unlimited plans and the ARPU of new plan customers is Rs.772/- which is much higher than the ARPU of land line as a whole.

No.of subscribers under new plans as on 30/06/12 is a mere 284. Low customer acquisition under these plans in Tamilnadu circle has been monitored by CMD and he has directed that focussed sales and marketing effort has to be taken to target the segment. In this connection Tamilnadu circle has been assigned a target which is distributed to all the SSAs and is given in the Annexure.

SSAs are requested to make all out efforts to enrol more connections under these plans and achieve the targets.

  
(C.Selvaraj) 21/8/12  
DGM(S&M-CFA)  
Ph:044-2829 7240 Fax:2829 0888

Encl: As above

To  
All Heads of SSAs  
TN Circle.

**Target for the period from  
01.08.2012 to 31.01.2013**

<b>SSA</b>	<b>Unlimited plans</b>	<b>Add-on plans</b>	<b>TV-250</b>
COIMBATORE	572	29	114
CUDDALORE	207	10	41
DHARMAPURI	109	5	22
ERODE	282	14	56
KARAIKUDI	159	8	32
KUMBAKONAM	188	9	38
MADURAI	350	17	70
NAGARCOIL	195	10	39
OOTY	74	4	15
PONDICHERRY	142	7	28
SALEM	326	16	65
THANJAVUR	224	11	45
TIRUNELVELI	215	11	43
TRICHY	422	21	84
TUTICORIN	154	8	31
VELLORE	263	13	53
VIRUDHUNAGAR	118	6	24
<b>TOTAL</b>	<b>4000</b>	<b>200</b>	<b>800</b>