



No.4-03/2011-S&M-CM/32

Dated: 19.07.2011

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

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

Kindly refer to this office letter of even number dated 01.06.2011 vide which some USPs for CDMA products were conveyed for proper marketing of CDMA products. Some of the circles have adopted very good marketing strategy, causes increase of EVDO sale. Allotments of EVDO card have been done, wherever shortage was reported. In a stiff competitive market, it is very important to have continuous efforts in accordance with the strategies adopted by our competitors.

Some updated USPs for CDMA products are as follow:

- **EVDO Data Card**
 - Addition of new CDMA handset bundling and EVDO data card bundling with M/S Micromax.
 - 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**
 - CDMA 1X (NIC) sale price reduced from Rs1500/ to Rs.1099/- with one month unlimited data free
 - Maximum speed up to 144 Kbps.
 - Unlimited data plan 250/month without roaming
 - Unlimited data plan 350/month with roaming
- **CDMA Prepaid Mobile**
 - CDMA CRBT service launched in some circles
 - 50% extra talk time on all Topups upto 08.10.11
 - Local Azadi pack STV just in Rs 150 upto 08.10.11
 - STD Azadi pack STV just in Rs 300 upto 08.10.11
 - Annual AZADI PLAN: Just in Rs 1500/ upto 08.10.11
 - (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

Further, 8% discount for franchisee channel on MRP of all CDMA product has already been approved. Pamphlets/Leaflets be printed and delieverd to DSA /Retailers/ CSCs etc. The area's where spare capacity of CDMA exists potential customers can be contacted. The action taken report from April to June 2011 may be sent by 31.07.2011 on email salescmhq@gmail.com.


(Upendra Bakolia)
DGM (S&M-CM)

Copy to: Dir(CM) for kind information