



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

Dated: 08.06.2011

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

Subject: **Efforts for Marketing and Sale of 3G Products/ Services**

It is hoped that Circles are taking various actions in compliance to this letter No-41-01/2011-S&M-CM dated 18th May 2011 so as to know the market. It is often seen that Circles request for downward revision of tariff and at times ignore importance to improve awareness about BSNL products/ services, USPs, lower tariff, spread of POS network and finally Customer Care. Enclosed sheet having comparative data tariff in one of the Circles indicate that our data tariff is as low as 50% as that of others.

We have 3G services in more than 760 towns against the number below 100 in case of all other Operators. Let us try to make this point as one of our Unique Selling Propositions (USPs). Further, various key features of 3G Products and Services must be well known to our POSs i.e. Sales teams, Channel partners, Retailers, DSA's and CSC staff.

Adequate Marketing initiatives like sending promotional SMSs, Printing on Telephone bills, holding Press conferences, displaying Banners, Posters and also on notice boards of exchange buildings/CSC's, Meetings with Franchisees, DSAs, Retailers, Distribution of Pamphlet should be launched highlighting USPs of BSNL 3G Products and Services.

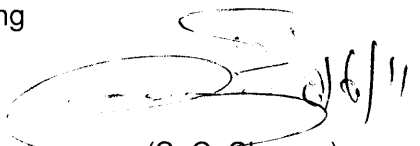
Some of the USPs for BSNL 3G Products and Services are as follows:

3G Data Card

1. Sale Price reduced from Rs 2500 to 2000 for 7.2 Mbps and Rs 2000 to 1600 for 3.6 Mbps USB type of data card
2. Most affordable 3G data plans with 500 MB data usage at Rs 200, 1GB data usage at Rs 400, 2GB data usage at Rs 716 and 22 GB data at Rs 2000
3. Additional data usage at just 2p/10 KB, the lowest in the country.
4. All India Roaming
5. PCMCIA type of 3G data card available for just Rs 4000

3G Services

1. Video calls at just 70p/min on own network and Rs 1/min on others network
2. A discount of 10% on FMC of all 3G postpaid data plan is offered to Government Employees (Central Government/ State Government/ PSUs)
3. Various Value Added Services like Live TV, Video SMS, Live Video Sharing, Video on Demand, Dial a Video, Movies, Full Track music download, Games, BSNL Apps store, Humshakal etc
4. Lower charging for data on Mobile TV and Movie streaming


(S. C. Sharma)
General Manager (VAS & TF)

Copy to:
1. Dir (CM) for kind information