

**CORPORATE MARKETING**

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

F.NO. CA/Mktg./10-2/2013

Dated: 01/05/2013

To

The Chief General Manager,  
All Telecom Circles/Metro Districts  
Bharat Sanchar Nigam Limited

Sub: Allotment of Budget for Business Promotion & Marketing activities for the Financial Year 2013-14 and marketing strategy while spending the allotted budget.

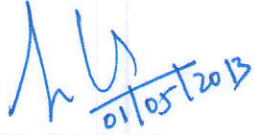
Budget for the FY 2013-14 to all BSNL Circles/Metro Districts has been allotted on the basis of total number of connections (Wire line, WLL & Mobile) as on 28<sup>th</sup> Feb. 2013. Accordingly, Rs. 60 Crores has been allocated and Circle wise break-up is given in Annexure -1. (Enclosed)

As you are aware, telecom customer is very sensitive on tariff, availability of products and quality of service, we therefore need to advertise, through various means, our products, services & tariff to make customers aware of it.

Marketing action plan was circulated to all Circles/Metro Districts vide letter No. 14-9/2011-Mktg. dated 22/11/2011. The plan enumerates advertisement by Circles through utilization of hoardings, placement of advertisements on telephone & post-paid mobile bills, distribution of pamphlets, brochures, holding melas and road shows, advertisement thru Electronic and print media, PCO & retailers signages, advertisement thru SMS, emails etc.

The space for advertisement on telephone bills is already earmarked. The creative designs for hoardings, pamphlets etc. are uploaded from time to time under marketing down loads section in BSNL intranet. The guidelines issued by DAVP may kindly be followed while undertaking these activities.

Encl: Annexure -1

  
(C. Srinivas)  
General Manager

Copy to:

- 2) O/C
- 3) PPS to CMD for favour of kind information please.
- 4) to 8) Dir (HR/EB/CM/Fin/CFA)
- 9) ED (CA)
- 10) to 12) Sr. GM (BB-CFA), Sr.GM(S&M-CM), & GM (EB-1)
- 13) Sr. GM (BFCI) for allotment of budget and fund authorisation.

*Amixture-1*

Sub:- Allocation of proposed budget for FY 2013-14 to Circles based on no. of working telephone connections.

S.No.	Circle/Metro	Wireline	WLL	Mobile	Total connections	Budget Allocation (in Rs. Lakhs)
1	A&N	13,950	11,024	2,03,049	2,28,023	11
2	AP	18,57,263	89,783	92,03,595	1,11,50,641	552
3	Assam	1,93,484	91,171	11,42,493	14,27,148	71
4	Bihar	2,16,168	1,16,049	41,33,622	44,65,839	221
5	Kolkata TD	9,33,919	24,440	22,66,809	32,25,168	160
6	Chennai TD	8,16,438	15,433	15,56,343	23,88,214	118
7	Chhatisgarh	1,38,488	1,20,076	15,78,863	18,37,427	91
8	Gujarat	15,65,346	1,24,347	41,55,125	58,44,818	288
9	Haryana	5,05,551	20,627	30,52,369	35,78,547	177
10	HP	2,80,351	58,716	15,56,627	18,95,694	94
11	J&K	1,96,894	68,917	10,91,808	13,57,619	67
12	Jharkhand	1,61,073	1,01,482	15,86,394	18,48,949	91
13	Karnataka	16,92,804	1,80,807	68,88,979	87,62,590	434
14	Kerala	29,54,754	2,91,593	74,13,156	1,06,59,503	527
15	Maharashtra	20,65,992	1,52,608	66,47,500	88,66,100	439
16	MP	6,92,532	93,618	33,96,917	41,83,067	207
17	NE-I	1,39,373	68,469	8,61,461	10,69,303	53
18	NE-II	77,486	77,811	7,32,549	8,87,846	44
19	Orissa	3,85,096	73,043	44,30,629	48,88,768	242
20	Punjab	9,98,508	41,137	43,54,007	53,93,652	267
21	Rajasthan	9,04,855	1,81,344	57,60,517	68,46,716	339
22	Tamilnadu	15,92,207	1,00,128	78,49,734	95,42,069	472
23	UP(E)	9,47,448	4,20,746	99,61,964	1,13,30,158	561
24	UP(W)	5,29,480	88,129	34,36,516	40,54,125	201
25	Uttanchal	2,02,800	45,826	13,44,799	15,93,425	78
26	West Bengal	5,28,844	63,838	33,43,580	39,36,262	195
	Total	2,05,91,104	27,21,162	9,79,49,405	12,12,61,671	60,00

संयोजक  
Dm(Mktg-I)