

Corporate Marketing

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

No. CA-Mktg./5-3/2011

Dated 14.03.2013

To,

Chief General Managers,
All Territorial Telecom Circles
BSNL

Sub: Utilisation of Departmental Hoardings.

The case is regarding advertisement of BSNL products and services.

As you are aware, telecom customer is very sensitive on the telecom tariff/services. Therefore, we need to advertise, through various means, our products, services & tariff to make customers aware of it.

There are various means available for advertisement from costly TV advertisements to medium cost Radio Advertisements & Print. In addition, advertisement can be done through departmental hoardings where only flex sheet needs to be provided.

It will be relevant to mention that these hoardings had been erected at substantial cost and we can advertise BSNL products at very low cost. Besides an old, torn hoarding creates a negative impression.

I hereby request you to kindly undertake a review at your end and ensure that:

- a) A suitable hoarding is displayed on all the Departmental hoardings in your circle.
- b) The advertisement is changed every alternate month (once in two months) to indicate the new product/service/tariff in your circle.

I will be thankful if you kindly send me a feedback on the action taken on a monthly basis.

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14/03/2013

(C.Srinivas)
General Manager