

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

41/c

No:- WBTC/MKTG/Circle Activity/16-17.

Dated at Kolkata the 3rd September'16.


To,
All SSA Head,
West Bengal Telecom Circle.

Sub:- Unique Initiative to boost SIM sales under WBTC.
Ref:- Corporate Office letter No-10-5/2016-SCM-CM dated 12/07/2016.

All of you are aware that a lot of emphasis is being given by Sales & Marketing-CM cell of Corporate Office to increase the SIM sales. Different promotional offer with daily SIM sale, MNP & IN revenue also being posted in Whats App by GM/MKTG, WBTC.
But SIM sale & IN revenue not increasing & WBTC being failed to meet the target.

To increase the SIM sale it has been decided that to take unique initiative in West Bengal Telecom Circle. The unique initiatives formulated by WBTC are as follows:

1. **Conduction Grand Mela at every SDCA & SSA location on 26/09/2016 & 27/09/2016 for SIM sale..**
2. SIM sale mela should be held from 0800 hrs to 0800 hrs on above mentioned dates.
3. Team for SIM sale should be constituted with every officers & selected officials of SDCA.
4. One SSA designated officer from SSA Headquarter must be present in that grand Mela & he will directly interact with the public, explaining & selling BSNL products.
5. Officers of SSA HQ presence in that SIM sale mela should be not less than three hours.
6. Necessary documents like CAF, SIM & Tariff chart should be supplied from SSA marketing section on or before 24/09/2016
7. Target of SIM sale is fixed at least 100 SIM activation per SDCA.
8. Franchisee/RD/DSA may be called for participation & plan for success to be chalked out before starting of Grand Mela.
9. Expenditure for Grand Mela to be approved by SSA head from the allotted budget which was communicated vide letter No-A-01/WBTC/MKTG/ACCOUNTS/16-17 Dated 23/05/2016 and designated officers will apply Ty Advance for petty amounts of expenses under "Small Office exp" with full details in relevant field in ERP system.
10. Location of such Mela event will be in the busy market locations, places of commercial nature like Bus station, Railway stations, etc. which may deem fit for that focusing primarily on SIM sale.
11. Local Govt. authority to be informed in written by concern SSA in charge/designated officer.
This is as per approval of competent authority.


(M. C. Pramanik)
Addl GM (MKTG & EB)
WBTC, Kolkata-1

Copy for information to:

1. The CGM, WBTC, Kolkata.
2. The Sr. GM (Finance), WBTC, Kolkata.
3. All GM in Circle Office.
4. All Service Unions & Associations under WBTC.
5. Mr. Abhisekh Haldar, JTO/MKTG & Ashoke Basu, JTO/IT for uploading in Sancharika.

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Regd. & Corporate Office Bharat Sanchar Bhawan, Harish Chandra Mathur Land, Janpath, New Delhi-110 001.

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