

O/o PGM(S&M-CM), Room no. 608,
Bharat Sanchar Bhawan, HC Mathur Lane,
Janpath, New Delhi-110001
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BSNL
Connecting India
Communicating India

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

Dated: 20-08-2025


To,
The Chief General Managers,
All Telecom Circles,
BSNL.

Sub.: SMS Blast campaign for retention of Freedom Plan Customers - Reg.

1. With the launch of the Re.1 Freedom Plan on August 1, 2025, a significant increase in new SIM activations has been observed.
2. To ensure the newly acquired customers remain connected to BSNL network after expiry of the plan, it is requested to initiate a SMS blast campaign to nudge the customer to recharge again and continue using BSNL services.
3. Following are the details of SMS Blast campaign:
 - i. SMS should be sent to all Re. 1 FRC Customers who have joined the BSNL Network since Aug 1, 2025. Data can be taken from respective Zonal Nodal centres.
 - ii. SMS shall be sent to the customer 5 days prior to the expiration of Re. 1 FRC plan.
 - iii. SMS Content: The SMS should be prepared in English and regional language with the structure as given below-

"Thank you for choosing BSNL, Hope you enjoyed the BSNL high-speed data experience! Continue enjoying the service by recharging with plans like ₹147, ₹199, ₹485 and many more exciting plans and enjoy great benefits. Visit the BSNL Website and recharge now!"
4. All Zonal nodal centers are requested to ensure that any data related to the campaign is shared proactively with the circles in a timely manner.
5. For any queries, please mail to S&M CM cell, BSNL Corporate office.

This is issued with the approval of the competent authority.


DGM (S&M-CM) 20/8/25
BSNL CO, New Delhi

Copy to :

1. Dir(CM.), BSNL Board for information Please.
2. PGM/GM, ALL Zonal Nodal Centers for info & n/a pls.