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

No. 64-03/08-BB/Pt.5

Dated 17-02-2015

To,
The CGMT,
All Telecom Circles/Metro Districts

Sub: To capture the e-mail ID and mobile number of the landline/broadband customers in CDR system to promote 'GREEN' initiative and sending them useful SMS alerts from CDR system - reg.

1. It has been decided that all the landline/broadband customers may now be encouraged to opt for e-bill for promoting the 'GREEN' initiative, to save the cost in printing and distributing the bills & offering convenient option to the customer. Also number of useful SMS alerts are being sent to the customers on their registered mobile number from CDR system about bill invoice generation, payment reminder, fault clearance etc.
2. Since still there are many LL/BB customers whose, neither e-mail ID nor mobile number are registered in the CDR system, hence all the circles are requested to initiate a special drive to capture the same in the CDR system latest by 31-03-2015.
3. For new LL/BB customer, e-mail ID and Mobile number should be captured in the CDR system as far as possible through CAF.
4. Above shall also be brought to notice of all concerned by circles.
5. This has the approval of Director (CFA).


(Deepak Garg)
Addl. GM (NWP-BB)

Copy to:-

1. Director (CFA), BSNL Board for kind information please.