

NO: BSNL/20-2/SR/2024

Dated 06.08.2025

To,
CGMs (Territorial and Non-Territorial circles)
Unit Heads, BSNL CO

Subject: Promotion by all Employees of BSNL of Promotional offer “Freedom Plan” with FRC Rs 1/- under GSM prepaid mobile services.

Respected Sir/Madam,

A new ‘**Freedom Plan**’ with FRC Rs 1/- aimed at promoting BSNL’s Swadeshi 4G services to maximum customer base has been launched. The Promotional Plan includes attractive benefits and is valid from 1st August 2025 to 31 August 2025 as under:


MRP	Features/ freebies	Validity (in days)
Rs.1	Voice : Unlimited Voice+ Data : 2 GB / day with speed reduced to 40 kbps after 2 GB/day SMS : 100 SMS/Day	30

I am directed to convey that the active involvement and support of all members of the BSNL family in widely disseminating the plan to the public is considered invaluable. Accordingly, all employees in your circle may be mobilized and urged to:

- Market this plan to at least 5 new customers each up to 31.08.2025.
- Upload the creative in Annexure on their WhatsApp status, Facebook, Instagram, LinkedIn, etc. (creative can also be taken from BSNL official social media platforms)
- Tweet, retweet, or share posts related to the offer on X (formerly Twitter).
- Optionally, add a caption or brief message to encourage friends and family to take advantage of the offer.
- Write positive comments on BSNL social media posts.


Top three employees contributing to this initiative with maximum ownership in each OA may be identified and their names sent to SR cell on 05.09.2025. Collectively we can ensure that this campaign reaches every potential customer and showcases our commitment to the growth of BSNL.

This is issued with the approval of the competent authority.


(Asha Bawalia)
DGM(SR)

Copy to

- PPS to CMD BSNL
- PSs to All Functional Directors
- GSs of All Recognised Associations and Unions of BSNL for publicising the Freedom Plan widely and urging all employees to participate with full enthusiasm.

	<p>BHARAT SANCHAR NIGAM LIMITED (A GOVERNMENT OF INDIA ENTERPRISE) SR Cell, Corporate Office 8th Floor, Bharat Sanchar Bhawan, Harish Chander Mathur Lane, Janpath, New Delhi-110001</p>
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ANNEXURE

#BSNLFreedomOffer

Azadi Ka Plan

in just

₹1*

For Unlimited Freedom

Offer valid- August 1st - August 31st 2025



• Get 2GB/day • Unlimited voice

• 100 SMS/day • 30 days validity

& a FREE SIM

Walk into your nearest BSNL CSC or Retailer today

*Applicable for new users only

#BSNLFreedomOffer

BSNL

Digital Azadi Starts at just

₹1

Powered by BSNL

• Get 2GB/day • Unlimited voice

• 100 SMS/day • 30 days validity

& a FREE SIM *

Offer valid - August 1st - 31st, 2025

Walk into your nearest BSNL CSC or Retailer today

*Applicable for new users only

www.bsnl.co.in


Connect with us @ 1800-180-1503

BSNL SELF CARE APP

Google Play

App Store

Follow us on



#BSNLFreedomOffer

BSNL

Aazadi Ka Plan

in just

₹1

For Unlimited Freedom

Experience BSNL's New 4G Network

•Get 2GB/day •Unlimited Voice

•100 SMS/day •30 days validity

& a FREE SIM

Offer valid till 31st August 2025

Visit your nearest BSNL CSC or Retailer today

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