

महाराष्ट्र दूरसंचार परिमंडल,  
भा.सं.नि.लि. प्रशासनिक भवन, 5 वीं मंजिल, 'बी' विंग,  
जुहू तारा रोड, सांताक्रुज (पश्चिम), मुंबई - 400054  
दूरध्वनि - 022 49780755

**Maharashtra Telecom Circle,**  
BSNL Administrative Building, 5<sup>th</sup> Flr, 'B' wing,  
Juhu Tara Road, Santacruz (W), Mumbai - 54.  
Tel. 022 49780755  
email : erp.maharashtra@bsnl.co.in



भारत संचार निगम लि.  
(भारत सरकार का उपक्रम)

**BHARAT SANCHAR NIGAM LTD**  
(A Govt. Of India Enterprise)



क्र. मु.म.प्र.दू./ महा./ व्य.यो. एवं सू.प्रौ./ सामाजिक माध्यम द्वारा डिजिटल विपणन / 2019-20 / 5

दि. 20.07.2019.

To,

1. All BA / SSA Heads, Maharashtra Telecom Circle.
2. All PGMs / Sr.GMs / GMs, O/o CGM, Maharashtra Telecom Circle.
3. All DGMs / AGMs, O/o CGM, Maharashtra Telecom Circle.

**Subject :-** Regarding Digital Marketing through social media platform i.e. Facebook & Instagram.

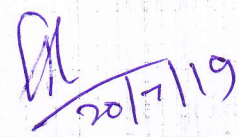
To utilize the benefits of social media platform i.e. Facebook & Instagram for Digital Marketing of BSNL Services, as this is virtually free of cost, widely used and a faster tool to reach the public, a Facebook page and Instagram Account of BSNL MH Circle has been created by Circle Office, Mumbai. The link for these social media platform are mentioned below:

Facebook	<a href="https://facebook.com/bsnlmhr/">https://facebook.com/bsnlmhr/</a>
Instagram	<a href="https://instagram.com/bsnl_mh/">https://instagram.com/bsnl_mh/</a>

It is requested that all employees (executives / non-executives) of BSNL Maharashtra are advised to Follow / Like / Share the said Facebook Page & Instagram Account to popularize the BSNL Services.

It is also requested to direct the concerned officers to send any New Marketing Schemes / Initiatives e.t.c. to Sales & Marketing units of Circle office for posting the same on above said Facebook / Instagram.

This is issued with the approval of competent authority.

  
**Asstt. General Manager (IT)**  
**O/o General Manager (BP & IT)**  
**MH Circle, Mumbai-54**

Copy to,

1. PS to CGM, MH Circle.