



File No.: BSNLCO-COMN/17(11)/37/2022-CORM

Dated: 05/03/2026

To,

All Chief General Managers
BSNL Circles

Subject: Guidelines for Design & Creative Support through the Social Media Agency of Corporate Office - Regarding

In order to ensure uniformity in branding, consistency in messaging, and professional execution of digital and promotional communication across all Circles, Corporate Office has engaged a dedicated Social Media & Digital Marketing Agency namely M/s India News Communications Ltd as per approved Scope of Work. The agency shall cater to the creative and design requirements of all Circles on a Pan-India basis.

The following guidelines are issued for compliance by all Circles:

1. Centralized Creative Development

1.1 All design and creative for Circles including, but not limited to following shall be developed by the empanelled Social Media Agency:

- Social media creatives (posts, banners, carousels, GIFs, short videos, reels, etc.)
- Hoardings, billboards, posters, pamphlets
- Brochures, invitations, backdrops, event creative
- Campaign creatives (product, promotional, brand campaigns)
- Digital advertisements and multimedia content

1.2 The agency shall develop the creatives in English, Hindi, and major regional languages as per the requirement of the respective Circle.



2. Zonal Allocation for Coordination

One dedicated Social Media Manager (SMM) has been allocated for each Zone to act as Single Point of Contact (SPOC) for the respective Circles. Circles shall coordinate directly with their respective Zonal Social Media Manager for all creative requirements. The details of Social Media Managers allocated to each Zone are as following:

Zonal Contact Details:

East Zone

Name of SMM: Mr Abhishek

Mobile No.: **8979256208**

West Zone

Name of SMM: Ms Sudeshnaa

Mobile No.: **6371100828**

North Zone

Name of SMM: Mr Vipul

Mobile No.: **9871717375**

South Zone

Name of SMM: Mr Aryan

Mobile No.: **6391878652**

Ms Sakshi (Mob: 8448076727) shall be the team Lead.

3. Process for Raising Creative Requirements

3.1 Circles shall submit their creative requirements with the respective Zonal Social Media Manager well in advance, clearly specifying:

- Objective of campaign/communication
- Target audience
- Language requirement
- Platform (X, Facebook, Instagram, YouTube, WhatsApp, print, etc.)
- Timeline for release
- Any region-specific inputs

3.2 All creatives shall be developed in consultation with the concerned Circle and approved by Corporate Office before release.

4. Usage of Creatives

- 4.1 Creatives designed and shared by Corporate Office shall be used by Circles strictly on their official social media handles including X, Facebook, Instagram, YouTube, WhatsApp, etc., and for other promotional activities.
- 4.2 Circles shall not independently design or publish creatives related to official campaigns, products, branding, or major communications without the consent of Corporate Office, except for routine local operational communication.
- 4.3 All creatives shall adhere to approved brand guidelines to ensure uniformity in visual identity, messaging framework, and brand positioning across India.

This centralized arrangement is aimed at maintaining brand hygiene, message consistency, professional quality, and strategic alignment across all Zones and Circles. **The above guidelines shall come into force with effect from 1st April, 2026**, in order to ensure a smooth and systematic transition to the centralized creative support mechanism.

All Circles are requested to initiate coordination with their respective Zonal Social Media Manager well in advance and share their upcoming requirements so as to develop a clear understanding of processes, timelines, and expectations at both ends. The Circles shall ensure seamless coordination and strict adherence to these guidelines in letter and spirit.

This is issued with the approval of the competent authority.


(Rajender Kumar)
AGM (Corp. Marketing)

Copy for kind information to:

1. PPS to CMD, BSNL.
2. PPS/PS to all Directors, BSNL Board.
3. All CGMs/PGMs/Sr GMs & GMs of Corporate Office.
4. Ms Sakshi, Team Lead of M/s India News Communications Ltd for Information and necessary action please.