

Press Media Communication Report

-From Public Relations Cell BSNL CO New Delhi

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MARY KOM TO PROMOTE AND ENDORSE BSNL

Bharat Sanchar Nigam Limited (BSNL) has announced its association with the Indian boxer- M C Mary Kom as its brand ambassador for two years where the boxer will endorse and engage in promotional activities of the company. Anupam Srivastava, CMD, BSNL, said, "M C Mary Kom, is a popular figure among the youth. The association with her will certainly help in enhancing our brand visibility and



assist BSNL in this era of fierce competition to gain a higher market share." He further added that an association with a popular identity will help BSNL to create and maintain relationships with the customers at a micro level.