

BSNL plans to spend Rs 4.5-Rs 5 billion over the next two years on advertising and image-building campaigns as against the Rs 1 billion spent in the previous financial year. It is in the process of hiring advertising agencies to spruce up its image and roll out a corporate, image-building campaign that will lure brand-conscious consumers. The PSU, with an aggregate subscriber base of 55 million, will soon float a tender for conceptualising and designing its brand strategy and strengthening marketing initiatives.

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