

भारत संचार भवन, हरीश चन्द्र माथुर लेन,  
जनपथ, नई दिल्ली-110001, भारत  
दूरभाष कार्यालय : 91-11-23372424  
फैक्स : 91-11-23372444  
ई-मेल : cmdbsnl@bsnl.co.in



भारत संचार निगम लिमिटेड

(भारत सरकार का उद्यम)

**BHARAT SANCHAR NIGAM LIMITED**

(A Govt. of India Enterprise)

Bharat Sanchar Bhawan, H. C. Mathur Lane,  
Janpath, New Delhi-110001, India  
Tel (O) : 91-11-23372424  
Fax : 91-11-23372444  
E-mail : cmdbsnl@bsnl.co.in

No. CMD/BSNL/2015-L.....**7178**  
August 24, 2015

अनुपम श्रीवास्तव

अध्यक्ष एवं प्रबन्ध निदेशक

**ANUPAM SHRIVASTAVA**

Chairman & Managing Director

Dear Shri

BSNL top management, in its efforts to turnaround the fortune of the company, has recently taken some innovative decisions by offering unique schemes to our customers of landline and mobile services. These offers include Free Night Time Calling from our landline to any of the networks, anywhere in India. This coupled with gradual up-gradation of our telephone exchanges with NGN technology is aimed to have positive impact on our landline customer base.


Similarly, introduction of free incoming calls to BSNL mobile customers, while roaming, is an offer which if fully exploited can increase our customer base through MNP, now available on All India basis. Introduction of Wi-Fi Hotspots at various strategic locations of cultural, historic and tourist importance should also boost our mobile customer base and revenue.

The trend of CDR calls has been analyzed after introduction of free night time calling in our landline segment. It has been observed that number of calls as well as minutes of usage has increased not only during the free calling period i.e. from 9.00 p.m. to 7.00 a.m. but during day time also. This scheme is also proving to be the one capable of arresting the trend of landline telephone disconnections. I would like to see positive numbers in our landline segment as soon as possible. Customer satisfaction must be our prime concern and needs to be given top most priority to not only retain our existing but for increasing our landline customers. For this, all out efforts need to be put in by all to educate our existing and potential customers about benefits they can get while availing our landline services. Maharashtra, Kerala & Karnataka are the best performing circles after introduction of the scheme as far as revenue is concerned while A&N, NE-II & Jharkhand Circles stand at the bottom. For minutes of usage, Chennai TD, Rajasthan & Haryana have registered top slots in percentage increase while Gujarat, Jharkhand & NE-I remained at the bottom.

With festive season 2015 at the doors, it is pristine moment for taking best advantage of these schemes for increasing revenue from both our landline and mobile segments. You must quickly analyze the trend of landline and mobile usage in your circle and popularize further these schemes to get the best possible results. There is no scope of failure this time as Hon'ble Prime Minister of India himself has shown keen interest in BSNL services, while reviewing BSNL revival plan recently. We have to come up to his expectation by offering better and better services to our valued customers. It is no barter but BSNL employees can expect desired pay up-gradation from next pay revision based on performance BSNL registers in next couple of years.

With best wishes,

Yours sincerely

  
(Anupam Shrivastava)

Shri  
Chief General Manager,  
Telecom Circle / District

पंजीकृत एवं निगमित कार्यालय : भारत संचार भवन, हरीश चन्द्र माथुर लेन, जनपथ, नई दिल्ली-110001  
Regd. & Corporate Office : Bharat Sanchar Bhawan, Harish Chandra Mathur Lane, Janpath, New Delhi-110001  
Corporate Identity Number (CIN) : U74899DL2000GOI107739