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भारत संचार निगम लिमिटेड
(भारत सरकार का उद्यम)
BHARAT SANCHAR NIGAM LTD.
(A Government of India Enterprises)

आर. के. मित्तल

निदेशक (सी.एम.)

R.K. MITTAL

Director (C.M.)

D.O. No. 10-5/2016-SCM-CM

Date: 05.05.2016

Dear Shri,

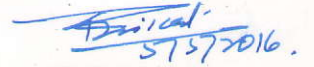
Please refer to the D.O. letter No. 10-16/2010-SCM-CM dated 06.04.2016 wherein target of SIM sales for April 2016 was set. However, in April 2016 gross SIM sales has declined to below 2 Million mark which needs immediate intervention so as to continue our growth and market share. The detail is attached as Annex.-I for your reference.

On analysing the circle wise performance of April 2016, it is found that except Rajasthan circle no other circles have achieved targets and performed below their potential. I would like to congratulate Rajasthan Circle for the performance and hope it would continue to maintain the same zeal and enthusiasm. I would like to advise that in order to keep the momentum, Circles should ensure supply of SIM of different sources including telecom factory and should have inventory of at least 4-6 months. This alone would ensure that our channels are fed with sufficient SIMs to increase sales and get full benefit of promotional offers.

I hope that circles will again gear up themselves and achieve the targets assigned for the month of May 2016 as per Annex. II.

With best wishes,

Yours sincerely,


5/5/2016
(R.K. Mittal)

To
Shri
Chief General Manager
All Telecom Circles / Districts