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भारत संचार निगम लिमिटेड
(भारत सरकार का उद्यम)

BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

आर. के. मित्तल

निदेशक (कनज्युमर मोबिलिटी)

R.K. MITTAL

Director (CM)

BSNL Board

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

Dated: 03.05.2017

Dear Smt. / Shri

Please refer to the DO letter of even number dated: 06.04.2017, wherein targets of SIM sales for April'17 (Annexure-I) were communicated. The targets for April 2017 were kept much below the SIM sales achieved in March 2017. It is disheartening to see that we were unable to touch 2 Million mark in April 2017.

On analysis, the circle wise performance of April'2017, it is found that West Bengal, Kolkata TD & Gujarat Telecom circles have really done excellent work and achieved their respective target. Andaman & Nicobar, Assam, Haryana, Kerala, Maharashtra & Chhattisgarh also finished close to the target. However, performance of rest of the circles is not up to the mark, these circles need to further improve their performance.

I believe still lot of potential exists in the market and with continuous efforts and dedication, circles can achieve new peak in every coming month. As you all know, that we have to achieve 100% e-KYC for new as well as existing subscribers, therefore, special drive must be made to encourage channel partners to migrate to bio-metric devices. This will not only enable meeting government guidelines but will also result in convenience for the subscriber through immediate activation.

All the circles need to "HOLD ON TO THE CUSTOMER" and "FOCUS ON SIM SALE" in order to further boost the SIM sales in coming months of new FY 2017-18. I hope that all the Telecom Circles/Districts will be able to exceed the SIM sale target for May'17 as per Annexure-II.

With best wishes,

Yours sincerely,


(R.K. Mittal)

To
The Chief General Manager,
All Telecom Circles/Districts

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