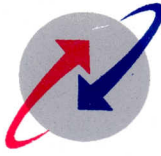


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(भारत सरकार का उद्यम)

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अनुपम श्रीवास्तव

अध्यक्ष एवं प्रबन्ध निदेशक

ANUPAM SHRIVASTAVA

Chairman & Managing Director

No. CMD/BSNL/2015-L 27/6..

April 15, 2015

Dear BSNL family,

At the very outset, I would like to wish all BSNL employees on various New Year Festivals viz. Vishu, Baisakhi, Poila Baisakh, Bihu, Gudi Padwa et.al, which brought good news for all of us along, this New Year.

It gives me immense sense of pride and pleasure to proclaim that on 12th April, 2015, BSNL achieved one of its long sought after milestones of clocking 200 TB of Mobile Data in a single day.

Ever since I joined BSNL Board, I have been constantly emphasizing on the fact that '**DATA**' is the next big thing and has to be adopted by BSNL in a big way. During the last 2 years, a series of steps have been initiated in BSNL Mobile Network for facilitating and capturing the ever increasing data volumes. Above all, each one of us has been sensitized towards the importance of providing an enabling environment for data growth.

During this period, BSNL witnessed a steady growth of around 65% in data volumes on year-to-year basis, in line with our competitors. Here, South Zone once again has been the leader, registering more than 100% rise in data volumes on year to year basis, followed by North, West & East Zones. However, there still exists a huge potential of data growth in BSNL network waiting to be tapped. Today, in BSNL, data constitutes of around 9% of our total mobile revenue, which is a tad low in comparison with the industry average of about 14-15%. Studies show that data revenues will constitute to form a substantial portion of the total revenues of an Indian TSP and is expected to rise to 35-40% of the total revenue by 2020. We have to gear up for this challenge and have to become leader in this race in near future. I urge that each one of us must work in this direction to allow free and undeterred growth of data revenues in BSNL.

Good wishes to all,

Yours sincerely,

(Anupam Shrivastava)

All CGMs / BSNL employees.