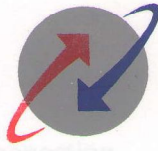


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(भारत सरकार का उद्यम)

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अवध नारायण राय

निदेशक (उद्यम)

A.N. Rai

Director (Enterprise) & CM

D.O. No. 10-16/2010-SCM-CM

Dated: 03.07.2015

Dear Shri

Please refer to my DO letter dated 02.06.2015 wherein measures to increase the gross SIM sales were suggested and targets for the June'15 were communicated. As per the IN report there is a growth of 35% in SIM sales in the month of June'15 compared to that of May'15. However, overall achievement of target is still 53% only. The report sheet of circles is attached as Annexure-I.

Kolkata, Bihar in East Zone, Haryana, UPW in North Zone, Karnataka, Tamil Nadu in South Zone and Madhya Pradesh, Maharashtra in West Zone were top gainers of respective zone. UPE and Kerala circle were highest achievers with 1.29 and 1.17 lacs gross connection during June'15. Only Assam, A&N and NE-II had negative growth despite of lucrative trade scheme & MNP incentive scheme in place.

I again emphasize on the fact that growth of revenue primarily depends on new connections added. Therefore sincere efforts are continuously required to increase the SIM sales. Monthly SIM sale Target for July'15 will be same as given for June'15.

It is again requested that circles should make serious efforts & sincerely monitor the SIM sales and ensure that the targets are met. Also weekly report of SIM sale for July'15 may continue to be sent in the same format as that in June'15.

With best wishes,

Yours Sincerely,

A N Rai

To,

Shri-----

Chief General Manager,

.....ALL.....Telecom Circles /TDs