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

अनुपम श्रीवास्तव
अध्यक्ष एवं प्रबन्ध निदेशक
ANUPAM SHRIVASTAVA
Chairman & Managing Director

D.O. No. 27-3/2018/S&M-CM/3

Dated: 03.07.2018

Dear Smt. / Shri

It has been repeatedly emphasized at various forums and through multiple letters, more recently vide my DO number 27-3/2018/S&M-CM/7 dated 31.05.2018 that increasing SIM sales (achieving Mission 2 Million) and IN revenue are of utmost importance for BSNL in present scenario and with this aim, we adopted a disruptive strategy during Jun-2018 by increasing discount/commission to channel partners up to a whopping and industry leading 12% to motivate and energize our sales channel. While doing so, we aspired to achieve "Mission 10G" i.e. an increase of 10% in IN Revenue and PoS count, coupled with achievement of M2M to herald a new dawn for BSNL.

However, the achievement in SIM sale (Annexure-1) and average daily IN revenue (Annexure-2) during Jun-2018 failed to meet my expectations as we could only sell 14.16 million SIMs and achieved -6.5% in IN revenue target against 10%. The growth in PoS count is also negative for the month of June. Only J&K, NE-1 and A&N circles were able to achieve the SIM sales target. While no circle was able to achieve the target set for increase in IN revenue and PoS count. The only saving grace was achieving positive IN revenue growth of 4% w.r.t. previous month due to good performance of West Bengal, Karnataka, Andhra Pradesh, Jammu & Kashmir, Gujarat, Haryana, Orissa and Rajasthan circles, who managed to close the month with more than 5% gain and as many as 16 circles ending in positive with only 10 in negative.

Let us once again emphatically resolve to achieve "Mission 10G" along with Mission 2 Million (SIM sales targets as per Annexure-3) during this month. All circles must monitor and post Daily average IN revenue, RC and FRC PoS count on daily basis.

With best wishes,

Yours sincerely,


(Anupam Shrivastava)

Chief General Manager,
-----Telecom Circle,

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