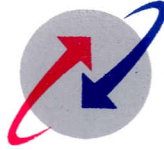


भारत संचार भवन, हरीश चन्द्र माथुर लेन,
जनपथ, नई दिल्ली-110001, भारत
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भारत संचार निगम लिमिटेड
(भारत सरकार का उद्यम)
BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

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No. CMD/BSNL/2015-L 3132

April 28, 2015

अनुपम श्रीवास्तव

अध्यक्ष एवं प्रबन्ध निदेशक

ANUPAM SHRIVASTAVA

Chairman & Managing Director

Dear Shri

I believe that you are all aware of recently introduced free calling scheme from BSNL landline network to any of the networks across the nation, free of cost, from 9.00 p.m. to 7.00 a.m. This is a bold initiative which concurrently offers circles an opportunity to help immediately arrest landline disconnections and even add new customers in our landline gambit. My colleague on the Board, Shri N.K. Gupta, Director (CFA) has already written to you in this regard to take advantage of this exclusive scheme. The success of this scheme largely depends on field units to grab this unique opportunity immediately to our advantage, as others may follow suit. I urge circles to even use OBD capacity built-up in Phase-VII, preferably in local languages, to educate our customers about this scheme in the introductory month i.e. May, 2015 on weekly / bi-weekly basis. All other available resources should also be utilized to popularize this scheme and even word-of-mouth by our employees will be useful.

I firmly believe that above measure has the potential to not only immediately stop the churn of our landline customers but to increase it substantially in the times to come. We also believe that if we are able to generate significant demand, this scheme will generate desired revenue growth in CFA segment. I am looking forward to your analyzing its influence on our landline customer base / revenue generation closely while putting your best efforts.

With this I am giving new business mantra to all of you i.e. ***"First give value to customers before asking value from them"***.

With best wishes,

Yours sincerely,


(Anupam Shrivastava)

Shri
Chief General Manager,
Telecom Circle / District

Copy to : All Functional Directors on the Board