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भारत संचार निगम लिमिटेड
(भारत सरकार का उद्यम)
BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

आर. के. मित्रल

निदेशक (कनज्यूमर मोबिलिटी)

R.K. MITTAL

Director (CM)

BSNL Board

Dear Smt. / Shri

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

6th November, 2017

Kindly refer to the DO letter of even number dated 05.10.2017, wherein targets of SIM sales for October'17 were communicated and it was also mentioned that the targets have been reduced in order to motivate the field units to work hard and surpass the targets. The SIM sale report for October, 2017 (Annexure-I) shows that efforts have been put by some circles, but still, we have failed to achieve M2M target for the 4th consecutive month. It is once again emphasized that this is an alarming situation and requires personal attention of CGMs.

On analyzing the circle wise performance, it is found that 7 circles viz. MP (153%), Kolkata (149%), Chhattisgarh (140%), Andaman & Nicobar (131%), Jharkhand (120%), J&K (119%) and Kerala (105%) Telecom Circles are able to achieve the given target. I would like to congratulate them for their performance.

Punjab (42%), Rajasthan (46%), Bihar (53%), West Bengal (57%) and NE-II (59%) have achieved less than 60% of the target for the October month which is appalling and these circles need to improve their performance and must be monitored by CGMs on daily basis.

Great enthusiasm has been shown by all circles for acquisition of RCOM and TTSL subscribers through MNP. We must keep in mind that next 10 days are crucial and we have got this golden opportunity to increase our subscriber base and market share. There may be some issues specific to each circle but we must put all efforts to resolve them at the earliest and get as many Port IN as possible.

"YES WE CAN" should be the mantra with which, let us energize our sales staff and channel partners to increase efforts and utilize this golden opportunity. I hope this will help all circles to achieve the SIM sale target for November'17 as per Annexure-II.

With best wishes,

Yours sincerely


(R K Mittal)

Encl: As above

To,

The Chief General Manager,

All Telecom Circles/Districts

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