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

आर. के. मित्तल

निदेशक (कनज्यूमर मोबिलिटी)

R.K. MITTAL

Director (CM)

BSNL Board

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

Dated: 06.04.2017

Dear Smt. / Shri

Please refer DO letter of even number dated: 07.03.2017, wherein targets of SIM sales for March'17 were set. The SIM sale report for March 2017 (Annexure-I) shows that circles have put in great efforts and we were able to reach a figure of 2.95 Million SIM sales. I would like to congratulate all the circles for their hard work.

As many as 18 circles viz. Andaman & Nicobar, Assam, Jharkhand, Kolkata TD, West Bengal, Punjab, Haryana, Himachal Pradesh, Rajasthan, Uttar Pradesh (E), Uttar Pradesh (W), Uttaranchal, Tamil Nadu, Kerala, Gujarat, Maharashtra, Madhya Pradesh and Chhattisgarh Telecom circles have really done excellent work and achieved the given targets. Special Congratulation to these circles. NE-1, Odisha and Karnataka also finished close to the target.

I believe still lot of potential exists in the market and with continuous efforts and dedication, circles can achieve new peak in every coming month. However, performance of Bihar, North East-II, Jammu & Kashmir, Andhra Pradesh and Chennai TD is not up to the mark, these circles need to further improve their performance.

As you all know, that we have to achieve 100% e-KYC for new as well as existing subscribers, therefore special drive must be made to encourage channel partners to migrate to bio-metric devices. This will not only enable meeting government guidelines but will also result in convenience for the subscriber through immediate activation.

All the circles need to be focused and double their efforts to further boost the SIM sales in coming months of new FY 2017-18. I hope that all the Telecom Circles/Districts will be able to exceed the SIM sale target for April'17 as per Annexure-II.

With best wishes,

Yours sincerely,


(R.K. Mittal)

To
The Chief General Manager,
All Telecom Circles/Districts

ANNEXURE-I

SIM SALES ACHIEVEMENT IN MARCH-2017

| Zone | Name of Circle | Target for the Month | Achievement (Gross Connection of the Month) | % Target Achieved |
|-------|---------------------|----------------------|---|-------------------|
| EAST | Andaman & Nicobar | 5,171 | 6,337 | 123 |
| | Assam | 45,426 | 77,207 | 170 |
| | Bihar | 1,96,179 | 94,105 | 48 |
| | Jharkhand | 50,638 | 62,868 | 124 |
| | Kolkata | 43,343 | 48,627 | 112 |
| | North East I | 15,124 | 13,261 | 88 |
| | North East II | 19,550 | 11,117 | 57 |
| | Orissa | 1,41,266 | 1,31,869 | 93 |
| | West Bengal | 25,484 | 43,436 | 170 |
| | Total | 5,42,181 | 4,88,827 | 90 |
| NORTH | Punjab | 1,45,581 | 1,92,922 | 133 |
| | Haryana | 97,051 | 1,19,986 | 124 |
| | Himachal Pradesh | 46,345 | 95,541 | 206 |
| | Rajasthan | 1,83,739 | 1,83,994 | 100 |
| | Jammu & Kashmir | 26,512 | 11,196 | 42 |
| | Utter Pradesh(West) | 1,43,082 | 1,83,099 | 128 |
| | Utter Pradesh(East) | 2,34,414 | 2,54,542 | 109 |
| | Uttranchal | 60,044 | 84,291 | 140 |
| | Total | 9,36,768 | 11,25,571 | 120 |
| SOUTH | Andhra Pradesh | 2,67,875 | 1,72,555 | 64 |
| | Chennai | 21,553 | 13,882 | 64 |
| | Tamil Nadu | 2,37,137 | 2,36,211 | 100 |
| | Kerala | 1,64,993 | 2,20,045 | 133 |
| | Karnataka | 1,22,184 | 1,13,612 | 93 |
| | Total | 8,13,742 | 7,56,305 | 93 |
| WEST | Gujarat | 1,70,654 | 2,82,982 | 166 |
| | Maharashtra | 1,00,702 | 1,01,437 | 101 |
| | Madhya Pradesh | 1,30,579 | 1,65,709 | 127 |
| | Chhattisgarh | 29,947 | 31,420 | 105 |
| | Total | 4,31,882 | 5,81,548 | 135 |
| | Grand Total | 27,24,573 | 29,52,251 | 108 |

ANNEXURE-II**SIM SALES TARGET FOR APRIL-2017**

| Zone | Name of Circle | Target for the Month |
|--------------|-----------------------|-----------------------------|
| EAST | Andaman & Nicobar | 5,720 |
| | Assam | 37,770 |
| | Bihar | 1,21,660 |
| | Jharkhand | 45,980 |
| | Kolkata | 26,110 |
| | North East I | 14,960 |
| | North East II | 16,720 |
| | Orissa | 1,42,850 |
| | West Bengal | 24,570 |
| | Total | 4,36,340 |
| NORTH | Punjab | 1,45,200 |
| | Haryana | 1,05,670 |
| | Himachal Pradesh | 48,250 |
| | Rajasthan | 1,80,250 |
| | Jammu & Kashmir | 17,090 |
| | Utter Pradesh(West) | 1,44,830 |
| | Utter Pradesh(East) | 2,39,580 |
| | Uttranchal | 33,070 |
| | Total | 9,13,940 |
| SOUTH | Andhra Pradesh | 2,24,990 |
| | Chennai | 17,450 |
| | Tamil Nadu | 2,05,260 |
| | Kerala | 1,68,890 |
| | Karnataka | 1,18,580 |
| | Total | 7,35,170 |
| WEST | Gujarat | 1,41,970 |
| | Maharashtra | 1,08,680 |
| | Madhya Pradesh | 1,09,050 |
| | Chhattisgarh | 31,750 |
| | Total | 3,91,450 |
| | Grand Total | 24,76,900 |