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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 (कनज्युमर मोबिलिटी)

R.K. MITTAL

Director (CM)
BSNL Board

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

5th December, 2016

Dear Shri

Please refer to the DO letter of even number dated: 04.11.2016 wherein target of SIM sales for November, 2016 were set. The SIM sale report for November, 2016 shows that there is a dip in the SIM sale figures for November, 2016 in comparison to that of October, 2016. An overall sale of only 1.6 Millions is achieved in the month of November, 2016.

However, keeping in view of present situation and with cut throat competition, even the figure of 1.6 Million shows that circles have put in good efforts. We have to put extra efforts under these challenging times to achieve our goal. Special appreciation is for Kolkata Telecom District for achieving the given target and touching a new peak even in the present situation.

I hope that circles will continue their best efforts in the coming month also in view of various promotional offers recently announced and we would again achieve the figure of 2 Million in coming month. Kindly organise number of Melas, activate your sales chain i.e. Franchisee Manager and Retail Manager who should visit franchisees and retailers on daily basis not only to educate them about new schemes but to ensure availability of our products with them. Needless to mention that focus has to be on activation through E-KYC App.

Circles needs to further gear up themselves for achieving the SIM sale target for December, 2016 as per Annexure-II.

With best wishes,

Yours sincerely


(R K Mittal)

Shri

The Chief General Manager,

All Telecom Circles/Districts