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

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

D.O. No.120-5/2015-BP-Ent  
Dated: 15<sup>th</sup> December, 2015

Dear Shri (by name)

I have been reviewing the performance of all Enterprise Business units and it is observed that we are just achieving proportionate target. However we are not able to book sufficient business from new customers. Enterprise Business is very promising segment of our company where lot of business potential exists, which needs to be tapped and translated into revenue for the company by giving focused attention to enterprise customers.

I also understand that there were several policy and resource constraints which was restricting EB unit in getting new business. On that note we have recently taken several decisions and have issued some important instructions regarding revision of Tariff, discounting powers etc. briefed as under:

- Circles have been empowered with full power to match tariff for meeting competition provided financial viability is there.
- Circles empowered to make purchase of equipments for EB business including mobile handset & misc. equipments except MPLS, MLLN & higher hierarchy transmission equipments.
- Circle is empowered to make last mile connectivity on radio modem through SI or directly by circles.
- Circle has been empowered to give ample discount for point to point lease circuits for higher bandwidth.
- The discounting powers for VPN over Broadband (VPN over BB) have been defined and circles have been empowered to give attractive discount.
- ILL tariffs have been rationalized and brought at the level of market rate by reducing by around 50% or more and further to this, CGMs have been empowered to offer discount on the reduced tariffs.
- Discounting for faster disposal of business cases in respect of MPLS VPN has also been enhanced.
- New discounting policy for Bulk push SMS will also be issued shortly.

In addition to these measures, the resources like OFC, MPLS port, CPE, MLLN equipment etc. are being augmented. I am sure with all these measures, now there is no reason why Enterprise business can't achieve double the targets. I expect you to motivate each of your Enterprise unit and guide them to achieve double of their target.

With best wishes,

Yours sincerely,

(Anupam Shrivastava)

Shri  
Chief General Manager  
*All* Telecom Circle  
Bharat Sanchar Nigam Limited.

CC: All Zonal directors