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भारत संचार निगम लिमिटेड
(भारत सरकार का उद्यम)
BHARAT SANCHAR NIGAM LTD.
(A Government of India Enterprises)

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

D.O. No. 27-3/2018/S&M-CM/3

Dated: 03.07.2018

Dear Smt. / Shri

It has been repeatedly emphasized at various forums and through multiple letters, more recently vide my DO number 27-3/2018/S&M-CM/7 dated 31.05.2018 that increasing SIM sales (achieving Mission 2 Million) and IN revenue are of utmost importance for BSNL in present scenario and with this aim, we adopted a disruptive strategy during Jun-2018 by increasing discount/commission to channel partners up to a whopping and industry leading 12% to motivate and energize our sales channel. While doing so, we aspired to achieve "Mission 10G" i.e. an increase of 10% in IN Revenue and PoS count, coupled with achievement of M2M to herald a new dawn for BSNL.

However, the achievement in SIM sale (Annexure-1) and average daily IN revenue (Annexure-2) during Jun-2018 failed to meet my expectations as we could only sell 14.16 million SIMs and achieved -6.5% in IN revenue target against 10%. The growth in PoS count is also negative for the month of June. Only J&K, NE-1 and A&N circles were able to achieve the SIM sales target. While no circle was able to achieve the target set for increase in IN revenue and PoS count. The only saving grace was achieving positive IN revenue growth of 4% w.r.t. previous month due to good performance of West Bengal, Karnataka, Andhra Pradesh, Jammu & Kashmir, Gujarat, Haryana, Orissa and Rajasthan circles, who managed to close the month with more than 5% gain and as many as 16 circles ending in positive with only 10 in negative.

Let us once again emphatically resolve to achieve "Mission 10G" along with Mission 2 Million (SIM sales targets as per Annexure-3) during this month. All circles must monitor and post Daily average IN revenue, RC and FRC PoS count on daily basis.

With best wishes,

Yours sincerely,


(Anupam Shrivastava)

Chief General Manager,
-----Telecom Circle,

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Corporate Identity Number (CIN) : U74899DL2000GO1107739
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SIM SALE ACHIEVEMENT FOR JUN-2018

Name of Circle	Target for Jun-18	Achievement for Jun-18	% Achievement in Jun-18
Jammu & Kashmir	18,000	38,957	216%
North East I	18,000	22,927	127%
Andaman & Nicobar	6,000	6,803	113%
Chhattisgarh	30,000	27,698	92%
Assam	60,000	52,851	88%
Jharkhand	41,000	35,604	87%
Karnataka	1,25,000	97,472	78%
Orissa	1,28,000	90,497	71%
Kolkata	45,000	31,312	70%
Himachal Pradesh	43,500	28,842	66%
Haryana	95,000	62,556	66%
North East II	15,000	9,333	62%
Uttar Pradesh(East)	2,00,000	1,18,474	59%
Kerala	1,52,000	88,313	58%
Uttar Pradesh(West)	1,30,000	75,177	58%
Uttranchal	30,000	17,263	58%
West Bengal	22,000	12,627	57%
Andhra Pradesh	2,00,000	1,12,433	56%
Maharashtra	1,08,000	60,442	56%
Chennai	20,000	11,097	55%
Tamil Nadu	2,25,000	1,17,566	52%
Bihar	1,10,000	56,991	52%
Gujarat	1,28,000	62,729	49%
Rajasthan	1,62,000	74,881	46%
Punjab	1,30,000	59,543	46%
Madhya Pradesh	98,000	43,730	45%
Grand Total	23,39,500	14,16,118	61%

MISSION 10G : IN REVENUE ACHIEVEMENT (JUNE-2018)

Daily Average IN Revenue (Rs. Crore)

Circle	Average of Last 5 Months	IN Revenue Jun-18	Growth %	May'18	Jun'18	Incr/Decr Jun/May 18
West Bengal	0.154	0.157	2.104	0.139	0.157	12.724
Karnataka	1.027	1.014	-1.322	0.906	1.014	11.888
Andhra Pradesh	1.382	1.281	-7.312	1.174	1.281	9.095
Jammu & Kashmir	0.150	0.164	8.979	0.152	0.164	7.943
Gujarat	0.477	0.453	-5.137	0.425	0.453	6.522
Haryana	0.366	0.324	-11.553	0.305	0.324	6.149
Orissa	0.743	0.696	-6.376	0.655	0.696	6.128
Rajasthan	0.454	0.420	-7.495	0.397	0.420	5.781
Tamil Nadu	1.377	1.345	-2.389	1.289	1.345	4.317
Madhya Pradesh	0.365	0.343	-6.151	0.329	0.343	4.153
Chennai TD	0.238	0.205	-13.988	0.197	0.205	3.897
UP (West)	0.293	0.268	-8.604	0.259	0.268	3.450
Chhatisgarh	0.232	0.219	-5.851	0.212	0.219	3.154
NE-1	0.117	0.117	-0.141	0.114	0.117	2.971
UP (East)	0.890	0.807	-9.313	0.787	0.807	2.564
Kerala	2.282	2.079	-8.888	2.034	2.079	2.205
Maharashtra	0.763	0.699	-8.336	0.702	0.699	-0.411
Bihar	0.227	0.220	-3.084	0.222	0.220	-0.813
Andman Nicobar	0.107	0.100	-6.901	0.101	0.100	-1.073
Punjab	0.446	0.398	-10.663	0.403	0.398	-1.172
Jharkhand	0.146	0.138	-5.659	0.140	0.138	-1.425
Assam	0.225	0.233	3.607	0.237	0.233	-1.566
Uttaranchal	0.157	0.146	-7.122	0.148	0.146	-1.839
Himachal Pradesh	0.247	0.226	-8.625	0.231	0.226	-2.160
Kolkata TD	0.117	0.110	-6.599	0.115	0.110	-4.260
NE-2	0.112	0.093	-16.717	0.100	0.093	-6.933
All India	13.096	12.251	-6.446	11.772	12.251	4.069

SIM ACTIVATION TARGETS FOR JULY-2018

Zone	Name of Circle	Target for Q1FY2018-19	Achievement for Q1FY2018-19	% Achievement in Q1FY2018-19	Target for July-18
EAST	North East I	54,000	1,11,135	206%	18,000
	Assam	1,80,000	3,51,741	195%	50,000
	Andaman & Nicobar	18,000	21,285	118%	6,000
	Kolkata	1,35,000	1,56,600	116%	45,000
	Jharkhand	1,23,000	1,17,412	95%	41,000
	Orissa	3,84,000	3,24,127	84%	1,28,000
	North East II	45,000	32,524	72%	15,000
	Bihar	3,30,000	2,18,477	66%	1,10,000
	West Bengal	66,000	43,468	66%	22,000
	Total	13,35,000	13,76,769	103%	4,35,000
NORTH	J&K	54,000	93,607	173%	18,000
	UPW	3,90,000	3,05,160	78%	1,30,000
	Haryana	2,85,000	2,12,808	75%	95,000
	HP	1,30,500	92,923	71%	43,500
	Punjab	3,90,000	2,74,100	70%	1,30,000
	RAJ	4,86,000	2,98,980	62%	1,50,000
	UPE	6,00,000	3,63,474	61%	2,00,000
	UTL	90,000	54,398	60%	30,000
	Total	24,25,500	16,95,450	70%	7,96,500
SOUTH	Chennai	60,000	51,982	87%	20,000
	Tamil Nadu	6,75,000	5,46,134	81%	1,75,000
	Karnataka	3,75,000	2,84,746	76%	1,25,000
	Kerala	4,56,000	2,80,099	61%	1,52,000
	Andhra Pradesh	6,00,000	3,36,311	56%	2,00,000
	Total	21,66,000	14,99,272	69%	6,72,000
WEST	Chhattisgarh	90,000	80,748	90%	30,000
	Gujarat	3,84,000	2,32,635	61%	1,10,000
	Maharashtra	3,24,000	1,74,129	54%	1,08,000
	Madhya Pradesh	2,94,000	1,53,682	52%	98,000
	Total	10,92,000	6,41,194	59%	3,46,000
Grand Total	70,18,500	52,12,685	74%	22,49,500	