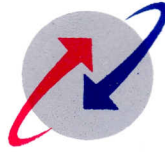


भारत संचार भवन, हरीश चन्द्र माथुर लेन,  
जनपथ, नई दिल्ली-110001, भारत  
दूरभाष कार्यालय : 91-11-23372424  
फैक्स : 91-11-23372444  
ई-मेल : cmdbsnl@bsnl.co.in



भारत संचार निगम लिमिटेड

(भारत सरकार का उद्यम)

**BHARAT SANCHAR NIGAM LIMITED**

(A Govt. of India Enterprise)

Bharat Sanchar Bhawan, H.C. Mathur Lane,  
Janpath, New Delhi-110001, India  
Tel (O) : 91-11-23372424  
Fax : 91-11-23372444  
E-mail : cmdbsnl@bsnl.co.in

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अनुपम श्रीवास्तव

June 3, 2015

अध्यक्ष एवं प्रबन्ध निदेशक

**ANUPAM SHRIVASTAVA**

Chairman & Managing Director

Dear Shri

BSNL, in its relentless efforts to turn around and improve revenue and physical growth positively, has been offering various ingenious out-of-the-box schemes for its both landline and mobile customers, in addition to the state-of-the-art technologies being offered along with. A recently launched unique scheme "*Night Time Free Calling*" for our all landline telephones customers to any network is one of such schemes, which will surely have favourable impact on our landline business. Wi-fi Hotspots and introduction of NGN in our landline network are few more such schemes recently started by BSNL.

Yesterday, in a press conference our dynamic Minister for Communications & I.T., Shri Ravi Shankar Prasadji announced *Free All India Roaming* to all BSNL mobile customers from 15<sup>th</sup> of June, 2015. This is a first of its kind initiative launched by any of the Telcos in India, expected to be a game changer trump card for BSNL, not even dared and tried by any of our competitors, if played well by us, can surely increase our customer base exponentially. All prospective customers must be educated about the novelty of this unmarked initiative by BSNL immediately in all field units. I expect you to sensitize your teams about this unique scheme to garner more and more customers by popularizing it through all available means to realize the great potential this scheme holds. I want you to put in all efforts to project this scheme, which can immediately arrest our mobile customer churn, whilst being capable to attract customers from other operators into our gamut through MNP to increase our customer base. With GSM Phase-VII roll-out we have got enough capacity in all circles. I am sure you can also foresee the challenges we may face before harnessing goodness from this unique scheme, of course, by further improving our network availability to satisfy our mobile customers.

I assure full co-operation from BSNL Board and Corporate Office in this regard.

With best wishes,

Yours sincerely,

  
(Anupam Shrivastava)

Shri  
Chief General Manager,  
Telecom Circle / District

Copy to : All Functional Directors on BSNL Board.