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

आर. के. मित्रल
निदेशक (सी.एम.)
R.K. MITTAL
Director (C.M.)

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

5th October, 2017

Dear Smt. / Shri.

Kindly refer to the DO letter of even number dated 05.09.2017, wherein targets of SIM sales for September'17 were communicated. The SIM sale report for September, 2017 (Annexure-I) shows that there is continuous down fall in SIM sale for the 3rd consecutive month and we have failed to achieve M2M target. This is not acceptable at all. It is once again emphasized that this is an alarming situation and requires personal attention of CGMs.

On analyzing the circle wise performance, it is found that only 3 circles viz. Andaman Nicobar, Chhattisgarh, J&K and MP Telecom Circles are able to achieve the given target. I would like to congratulate them for their performance.

Assam (34%), Rajasthan (35%), West Bengal (38%), Uttaranchal (40%), NE-I (46%), NE-II (46%), Tamil Nadu (46%) and Bihar (47%) have achieved less than 50% of the target for the September month which is appalling and these circles need to improve their performance and must be monitored by CGMs on daily basis.

I hope keeping in mind the mantra given in my previous DO letter i.e. "HOLD ON TO THE CUSTOMERS" and "FOCUS ON SIM SALE" clubbed with "GO TO RETAILER" strategy outlined in zonal meetings, all the Telecom Circles/Districts will be able to achieve the SIM sale target for October'17 as per Annexure-II. Targets have been revised downwards in view of repeated requests from Circles. Circles must strive to achieve the reduced targets and keep in mind that SIM sales achievement will be one of the major parameters in performance evaluation of the circles.

With best wishes,

Yours sincerely


(R. K. Mittal)

All Chief General Managers
Telecom Circles/Units.BSNL.

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