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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

4<sup>th</sup> December, 2017

Dear Smt. / Shri.

Kindly refer to the DO letter of even number dated 06.11.2017, wherein targets of SIM sales for November'17 were communicated and it was also mentioned that the targets have been reduced in order to motivate the field units to work hard and surpass the targets. The SIM sale report for November, 2017 (Annexure-I) shows that efforts have been put by most of the circles and we were able to achieve M2M target after a gap of 4 months.

It is heartening to note that as many as 15 circles were able to achieve the target set for the month. Kolkata (292%), Chhattisgarh (202%), Madhya Pradesh (190%), Jharkhand (172%), HP (150%), Kerala (131%), West Bengal (122%), Andaman & Nicobar (121%), Andhra Pradesh (119%), Assam (117%), Maharashtra (116%), J&K (113%), Karnataka (106%), Chennai (104%) and Orissa (104%) are able to achieve the given target. I would like to congratulate them for their performance.

Punjab (59.6%), Bihar (58.6%) and Uttaranchal (48.9%) have achieved less than 60% of the target for the month even in these conditions when a few TSPs are winding up their operations. These circles need to improve their performance and must be monitored by CGMs on daily basis.

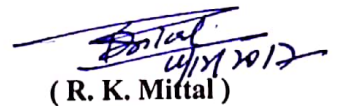
Great enthusiasm has been shown by all circles for acquisition of RCOM and TTSL subscribers through MNP. We must keep in mind that this month is crucial and we have got this golden opportunity to increase our subscriber base and market share. We must target to acquire at least 10% of RCOM and TTSL subscribers in each circle.

During the HoCC held on 2<sup>nd</sup> and 3<sup>rd</sup> December 2017, it was highlighted by the CMD that we must put our focus on retailers, as they are the real influencers for the subscribers. In this direction and in continuation of our "Go to Retailer" strategy, we must now increase our focus on service to the retailers. Sales teams must also be directed to educate and assist all retailers to migrate to Registered Device (RD) Services at the earliest to avoid penalty from UIDAI. It is pathetic to note that only 56% of active retailers have migrated to RD Services as on 30<sup>th</sup> November 2017. This must be addressed at the earliest.

"YES WE CAN" should be the mantra with which, let us energize our sales staff and channel partners to increase efforts and utilize this golden opportunity. I hope this will help all circles to achieve the SIM sale target for December'17 as per Annexure-II.

With best wishes,

Yours sincerely

  
( R. K. Mittal )

All Chief General Managers,  
Telecom Circles/Districts

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