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

सुशील कुमार मिश्रा

निदेशक (सी.एम.)

SUSHIL KUMAR MISHRA

Director (CM)

BSNL Board

Dated: 08.04.2021

Dear Shri / Smt.

The year 2020-21 was a challenging year in view of COVID-19 lockdowns, BSNL specific challenges pertaining to non-expansion of 4G, network limitations, abolition of Mobile IUC etc.. In spite of all challenges, BSNL could end the year with CM revenue in excess of the previous year. I would like to put on record my appreciation for the CGMs and their teams for bravely facing the challenges put forward to each individual, their families & our organization and ensuring an improved network, good sales and improved revenue.

With respect to the sales target communicated for March'21, the SIM sale report for March'2021 (Annexure-1) shows overall improved performance by most of the circles, which has resulted in sale of 2.16 million connections, which is highest during FY2020-21.

I would like to put on record my special appreciation for CGM, Haryana Circle and CGM, Chennai TD and their teams for achieving the overall targets of SIM sales during FY2020-21.

As for Circle wise SIM sale performance of March 2021, Chennai (457%), Haryana (138%), UP (E) (123%), Gujrat (121%), Rajasthan (116%), Punjab (111%) and UP(W) (104%) circles were able to achieve the given targets during March-2021 (Annexure-I). I would like to congratulate concerned CGMs and their S&M-CM Team for their performance.

NE-II (19%), NE-I (29%), Jharkhand (35%), Chhattisgarh (48%), Kerala (51%), WB (51%), J&K (52%) and Andaman & Nicobar (58%), circles have managed to achieve less than 60% of their respective targets for March'2021 are worst performers. North East II, North East I, Jharkhand, Kerala, Uttaranchal & J&K are appearing in the bottom 10 in SIM sale achievement since last three months. Circles achieving less than 80% of the targets are once again requested to put in extra efforts in the month of April'2021 (Annexure-II).

Circles should follow various directions issued from this office through letters and on WhatsApp for increasing SIM sales and must energize sales staff and channel partners to focus on SIM sales. All BA/SSA heads must be instructed to hold weekly meetings with the sales staff, franchisees and Feet on Street (FoS) for this purpose.

Abide social distancing, stay safe and stay healthy.

With best wishes,

Yours sincerely

(Sushil Kumar Mishra)

Shri / Smt.....

Chief General Manager,

.../...Telecom Circle/District

Annexure-I

SIM SALES ACHIEVEMENT FOR THE MONTH OF MARCH-2021

Name of Circle	Target for the Month	Gross Prepaid for the Month	Gross Postpaid for the Month	Gross Achievement (Prepaid +Postpaid) for the Month	% Target Achieved	Annual Target in FY 2020-21	Annual Achievement in FY 2020-21	% Achievement in FY 2020-21
Chennai	50,000	7,638	2,20,671	2,28,309	457%	5,10,000	6,17,326	121%
Haryana	80,000	93,991	16,403	1,10,394	138%	8,44,000	9,29,409	110%
UP (East)	1,60,000	1,96,130	937	1,97,067	123%	16,73,100	13,18,074	79%
Gujarat	1,25,000	1,51,398	270	1,51,668	121%	12,97,000	7,88,708	61%
Rajasthan	1,40,000	1,59,193	3,800	1,62,993	116%	14,54,300	11,78,472	81%
Punjab	1,00,000	1,04,402	7,063	1,11,465	111%	10,40,000	8,42,244	81%
UP (West)	1,20,000	1,23,377	1,040	1,24,417	104%	12,26,000	12,01,988	98%
Bihar	1,00,000	96,718	126	96,844	97%	10,44,200	9,63,051	92%
Madhya Pradesh	1,20,000	1,15,351	340	1,15,691	96%	12,54,900	4,98,850	40%
Kolkata	80,000	76,794	172	76,966	96%	8,04,000	7,60,355	95%
Himachal Pradesh	40,000	36,313	426	36,739	92%	4,20,000	1,60,513	38%
Karnataka	1,00,000	85,026	2,216	87,242	87%	10,47,300	4,64,993	44%
Orissa	1,10,000	80,198	102	80,300	73%	11,57,200	8,06,501	70%
Andhra Pradesh	1,17,625	81,337	289	81,626	69%	12,15,950	6,25,242	51%
Tamil Nadu	1,50,000	98,669	3,176	1,01,845	68%	15,51,700	6,63,051	43%
Telangana	82,250	55,078	250	55,328	67%	8,57,100	3,59,800	42%
Maharashtra	1,50,000	91,603	2,401	94,004	63%	15,51,800	10,09,385	65%
Assam	50,000	30,742	195	30,937	62%	5,29,100	2,44,556	46%
Uttaranchal	35,000	21,208	364	21,572	62%	3,68,800	1,58,733	43%
A&N	5,500	3,204	5	3,209	58%	57,500	48,320	84%
J&K	35,000	16,990	1,082	18,072	52%	3,64,000	1,71,982	47%
West Bengal	80,000	40,416	163	40,579	51%	8,31,300	3,26,910	39%
Kerala	1,50,000	66,644	9,171	75,815	51%	15,60,000	6,70,553	43%
Chhattisgarh	50,000	23,778	347	24,125	48%	5,28,900	2,55,773	48%
Jharkhand	60,000	20,797	108	20,905	35%	6,30,500	1,89,858	30%
North East I	25,000	7,152	61	7,213	29%	2,64,400	66,305	25%
North East II	25,000	4,807	60	4,867	19%	2,65,000	54,890	21%
Grand Total	23,40,375	18,88,954	2,71,238	21,60,192	92%	243,48,050	153,75,842	63%

Sorted based on % achievement during Mar-2021.

SIM SALES TARGET FOR THE MONTH OF APRIL-2021 and FY2021-22
“Minimum One SIM per BTS site per Day”

Zone	Name of Circle	BTS	Target as per BTS	SIM Sale Target per Month	Annual Target for FY 2021-22	Target for Gross Addition in April-2021
EAST	A&N	173	5,363	5,500	64,900	4,400
	AS	1,642	50,902	50,000	5,90,000	40,000
	BH	3,170	98,270	1,00,000	11,80,000	80,000
	JH	2,151	66,681	60,000	7,08,000	48,000
	KoITD	1,592	49,352	80,000	9,44,000	64,000
	NE I	897	27,807	25,000	2,95,000	20,000
	NE II	711	23,777	25,000	2,95,000	20,000
	OR	3,562	1,10,422	1,10,000	12,98,000	88,000
	WB	2,649	82,119	80,000	9,44,000	64,000
	EZ Total	16,547	5,14,693	5,35,500	63,18,900	4,28,400
NORTH	Punjab	3,354	1,03,974	1,00,000	11,80,000	80,000
	Haryana	2,237	69,347	80,000	9,44,000	64,000
	HP	1,260	39,060	40,000	4,72,000	32,000
	RAJ	4,569	1,41,639	1,40,000	16,52,000	1,12,000
	J&K	1,252	38,812	35,000	4,13,000	28,000
	UPW	2,712	84,072	1,20,000	14,16,000	96,000
	UPE	6,416	1,98,896	1,60,000	18,88,000	1,28,000
	UTL	1,083	33,573	35,000	4,13,000	28,000
	NZ Total	22,883	7,09,373	7,10,000	83,78,000	5,68,000
SOUTH	AP	4,413	1,36,803	1,17,625	13,87,975	94,100
	TS	3,536	1,09,616	82,250	9,70,550	65,800
	Ch TD	1,884	58,404	50,000	5,90,000	40,000
	KTK	5,789	1,79,459	1,00,000	11,80,000	80,000
	KL	5,758	1,78,498	1,50,000	17,70,000	1,20,000
	TN	5,889	1,82,559	1,50,000	17,70,000	1,20,000
	SZ Total	27,269	8,45,339	6,49,875	76,68,525	5,19,900
WEST	GJ	4,835	1,49,885	1,25,000	14,75,000	1,00,000
	MH	7,861	2,43,691	1,50,000	17,70,000	1,20,000
	MP	5,267	1,63,277	1,20,000	14,16,000	96,000
	CG	2,315	71,765	50,000	5,90,000	40,000
	WZ Total	20,278	6,28,618	4,45,000	52,51,000	3,56,000
All India Total		87,033	26,98,023	23,40,375	2,76,16,425	18,72,300