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भारत संचार निगम लिमिटेड

(भारत सरकार का उद्यम)

BHARAT SANCHAR NIGAM LIMITED

(A Government of India Enterprise)

कुलदीप गोयल

अध्यक्ष एवं प्रबंध निदेशक

Kuldeep Goyal

Chairman & Managing Director

No 4419-CMD/BSNL/2009-L

Dated 18th June, 2009

To

The General Secretaries
All Executive/Non Executive Associations/Unions

Accounts for the F.Y.2008-09 are likely to be finalized by end July,2009. However the estimates indicate that operating income during the year is likely to be less by almost 10% compared to the previous year, seriously effecting the profitability of the company. One of the main reasons for the same could be attributed to the non-availability of adequate mobile capacity during the major part of the FY 08-09. However since mobile capacity has now been made available for the past many months in all zones except West where also the capacity is now made available, it was expected that the performance should significantly improve during the current financial year. It is, however, observed that addition of mobile connections during the months of April and May,09 has been only 1036658 and 449046 respectively as compared to March'09, when the mobile connections added were 2506167. This is a cause of serious concern.

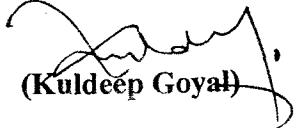
Now that the mobile network capacity is available, What is required is a complete focus on sales, marketing and customer care, apart from increasing the revenue from the enterprise segment and new business. In order to give a focused attention to the same, a 100 day's programme has been chalked out which would be running from 23rd June,09 till 30th Sept.2009. A copy of the same is enclosed herewith.

You can contribute in a big way for increasing the revenue of the company by exhorting all your members to ensure the implementation of 100 days' programme in full earnest. I count on your unstinted support to make this programme successful which will not only increase the company's profitability but in turn will benefit the employees immensely.

With regards,

Encl: as above

Yours sincerely,


(Kuldeep Goyal)