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

No. 2-3/C&M/2017(July-17)

Dated: 23 Oct., 2017

To

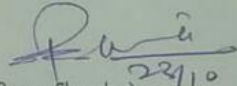
All Heads of Territorial Telecom Circles / Metro Telephone Districts  
Bharat Sanchar Nigam Limited.

Sub: Decline of Revenue Performance of BSNL.

Revenue performance of BSNL during the current financial year was reviewed by the Hon'ble MoS(C). It has been directed that necessary steps be taken in order to improve the revenue performance during the coming months. In this regard, in addition to the existing guidelines, the following steps may be taken to improve the revenue performance of BSNL :

- i. Proper marketing/advertising may be done for various promotional/ incentive based schemes launched from time to time by this office.
- ii. Regular review meetings of Heads of SSAs/IFAs may be conducted.
- iii. Need based tariff/business plans may be introduced at Circle level as per the requirement.
- iv. Deployment of staff on Sunday/Holiday may be done for the provision and restoration of Landline and Broadband connections as well as getting back disconnected telephones through physical and personal pursuance on door-to-door visit.
- v. Discount scheme may be utilized for reconnection of disconnected Circuits.
- vi. For strengthening the retail channel with "Go To Retailer Strategy", senior BSNL officers from the Circles/SSAs may visit the retailers for educating them about the attractive offers provided by BSNL to its customers and how the retailers can benefit themselves by selling BSNL products.
- vii. Continuous monitoring of broadband speed available to the customers should be done to maintain the benchmark and provide the promised level of uninterrupted broadband speed to customers.
- viii. Customers' feedback may be taken regarding their comments on quality of service, especially from those who have lodged complaints (after duly resolving their grievances) and precautionary measures may be taken accordingly, to rule out any such further complaint from our valued customers.

This is issued with the approved of CMD, BSNL.

  
(Puran Chandra)  
Sr. GM (Finance) CFA  
BSNL Corporate Office  
New Delhi-110001

Copy for information and necessary action to:-

All Circle IFAs of Territorial Telecom Circles / Metro Telephone District, BSNL.