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

अनुपम श्रीवास्तव

अध्यक्ष एवं प्रबन्ध निदेशक

ANUPAM SHRIVASTAVA

Chairman & Managing Director

No. CMD/BSNL/ 2016(2521-L)

April 27th, 2016

Dear All,

It gives me immense joy and sense of pride to inform that as per TRAI **Telecom Subscription Report** as on 29.02.2016, BSNL stood at **Number One Position** amongst all Telcos. This is the result of collective efforts of both BSNL Corporate Office and mobile teams at the field units. Recently, under the guidance and support from Hon'ble MOC&IT, BSNL Board took some bold decisions and offered industry-first unique schemes to our mobile customers and field units also worked hard to take advantage. With collective efforts, BSNL has been adding more than 20 lakh new GSM customers every month since January, 2016 and from 2nd position in December, 2015 in terms of growth of GSM customers, we achieved 1st position in February, 2016. We are MNP positive now for some time and our mobile data is also witnessing an increase of 40% (February, 2016) as compared to April, 2015 and touched new height of 270 TB per day on our mobile network. These efforts are commendable for which I congratulate not only Director (CM) but all Board Directors for their positive efforts, GM (S&M), BSNL C.O., and other unit heads of C.M. vertical. I also take this opportunity to applaud the efforts of mobile teams of all field units under command of respective CGMs & SSA Heads for their determined, concerted and collective efforts to achieve this sought-after feat. Associations and unions have also played an important role in this achievement and their constructive role is well appreciated.

I can clearly see not only further scope of growth as sufficient demand still awaits us but what is important is the hunger amongst us to do more or '**Better our Best**'. This achievement will further strengthen our belief in "**Yes We Can**", which is the mantra of success under any circumstances. This is the boost needed to accelerate our growth story further. We now need to percolate this success in other segments as well and with introduction of new technologies, our landline and broadband penetration would further help us achieving more milestones and eventual BSNL turnaround.

BSNL at number one position is not the only highlight of the TRAI February report mentioned above, it is something else I believe. And of course, there is lowlight too in the same report which I want you to find and study well to give me your thoughts about both highlights and lowlights in this report as far as BSNL is concerned. I eagerly await to see whose thoughts match with mine as the way forward is only possible if all of us have clear, common and conscious approach to climb further ladders in our efforts to prove our capabilities to telecom industry, customers and above all ourselves. And last but not the least, let us continue to serve our esteemed customers with adopted '**Service With A Smile**' (SWAS) mantra.

I look forward to continued support of all.

Yours sincerely,


(Anupam Shrivastava)

All Functional Directors of BSNL Board & on BSNL Intranet for all employees.

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