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BSNL

भारत संचार निगम लिमिटेड
(भारत सरकार का उद्यम)

BHARAT SANCHAR NIGAM LIMITED
(A Government of India Enterprise)

राकेश कुमार उपाध्याय

अध्यक्ष एवं प्रबन्ध निदेशक

RAKESH K. UPADHYAY

Chairman & Managing Director

D.O.No: 200-55/2009-VAS

Dated: 12-09-2011

Dear Shri

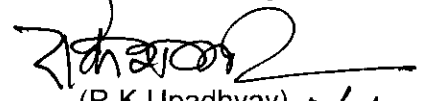
In the era of cut throat competition in Mobile Telephony segment, the voice revenue is constantly dwindling and Value Added Services are the only option to generate additional revenue. Though various new services viz. **BSNL Tunes, Videos, Movies, Songs, Games, BSNL Apps Store** etc. have been launched, but their uptake has been slow. I would like your personal attention on the following points so as to bring focus on revenue from VAS:-

- Posting of exclusive staff at Circle level (2 to 4 SDEs/ JTOs), as per approved Organisational Structure and designating DGM in charge for VAS.
- Training to BSNL CSC & Call centre staff regularly for New VAS products.
- Demo by CSCs / Franchisees regarding IVVR services by dialling relevant toll free short code to educate the customers and promote IVVR services.
- Playing of TV Clips & display of posters on VAS in CSCs / Point of sale.
- Bulk Push SMS Promotions of BSNL Live through Tele-marketers to GSM customers of other operators.
- Coordination & regular review with VAS providers to enhance VAS revenue.

I am sure that you will immediately review the situation in your circle and send me a brief about action taken and action planned to enhance revenue from VAS.

With Best wishes

Yours sincerely,


(R.K.Upadhyay) 14/9/11

To
Shri.

Telecom Circle / Metro Districts