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

F. No. 10-16/2010-SCM-CM

Dated: 11.06.2013

To,  
The Chief General Managers,  
All Telecom Circles/ Districts

Ref: i) 10-16/2010-TMO (Vijay), dated: 02.08.2010 & 27.04.2011  
ii) 10-9/2010-SCM-CM, dated: 11.08.2011

**Subject: Target for Active Retailer.**

Kindly refer to above mentioned letters, wherein the targets of active retailers were issued by this office. Now to spread reach of the distribution network and penetration in rural areas, it has been decided to modify the targets for active retailers and Rural Distributors for year 2013-14 as per Annexure-I.

Therefore, it is requested to take necessary action to achieve the targets set for retailers and RDs. Also the steps taken by you in this regard may be intimated to undersigned by 25<sup>th</sup> June 2013.

H.R. Shukla  
Sr. GM (S&M-CM)

Copy to:-

1. Roll out managers; for n/a please

**Target for Active Retailers and Rural Distributor**

| Sl. No. | Circle | Target for<br>Total Active<br>Retailers | Target For SIM<br>selling<br>Retailers | Target For Rural<br>Distributor (RDs) |
|---------|--------|-----------------------------------------|----------------------------------------|---------------------------------------|
| 1       | AN     | 1,344                                   | 504                                    | 9                                     |
| 2       | AP     | 60,592                                  | 22,722                                 | 382                                   |
| 3       | AS     | 14,992                                  | 5,622                                  | 80                                    |
| 4       | BH     | 27,850                                  | 8,496                                  | 160                                   |
| 5       | CG     | 17,240                                  | 6,465                                  | 124                                   |
| 6       | CHE    | 19,864                                  | 7,449                                  | 36                                    |
| 7       | GJ     | 52,584                                  | 19,719                                 | 270                                   |
| 8       | HP     | 9,987                                   | 3,462                                  | 78                                    |
| 9       | HR     | 19,107                                  | 6,483                                  | 120                                   |
| 10      | JHK    | 15,064                                  | 5,649                                  | 57                                    |
| 11      | JK     | 12,504                                  | 4,689                                  | 57                                    |
| 12      | KOL    | 14,456                                  | 5,421                                  | 7                                     |
| 13      | KRL    | 45,304                                  | 16,989                                 | 218                                   |
| 14      | KTK    | 49,400                                  | 18,525                                 | 291                                   |
| 15      | MH     | 74,280                                  | 27,855                                 | 449                                   |
| 16      | MP     | 40,784                                  | 15,294                                 | 278                                   |
| 17      | NE1    | 6,936                                   | 2,601                                  | 46                                    |
| 18      | NE2    | 6,088                                   | 2,283                                  | 39                                    |
| 19      | OR     | 30,031                                  | 9,619                                  | 176                                   |
| 20      | PB     | 31,896                                  | 11,961                                 | 175                                   |
| 21      | RJ     | 37,480                                  | 14,055                                 | 379                                   |
| 22      | TN     | 51,656                                  | 19,371                                 | 269                                   |
| 23      | UPE    | 56,176                                  | 18,555                                 | 1,250                                 |
| 24      | UPW    | 25,692                                  | 10,098                                 | 114                                   |
| 25      | UTR    | 9,104                                   | 3,414                                  | 70                                    |
| 26      | WB     | 24,152                                  | 9,057                                  | 175                                   |
| Total   |        | 7,54,563                                | 2,76,358                               | 5,309                                 |