

राकेश कुमार अग्रवाल

निदेशक (कन्ज्युमर मोबिलिटी)

बी.एस.एन.एल. बोर्ड

R. K. Agarwal

Director (Consumer Mobility)

B.S.N.L. Board

D.O. No. 4-17/2009-Restr.(Pt.)

Dated 15th July, 2009

To

The Chief General Managers,

**UP East/UP West/Uttaranchal/Rajasthan/Punjab/Haryana/Maharashtra/Kolkata/
Andhra Pradesh/Tamil Nadu/ Karnataka/ Kerela**

**Subject: Roll-out of Project Vijay in 12 circles - note on Project Champion, review
frequency and communication with team members**

Dear

First of all, let me thank you for your continued support in rolling out Project Vijay. As we move forward in this journey, I would like to bring the following to your notice.

1. Appointment of Mr. B. Mishra as Project Vijay - Project Champion at Head Office

In addition to all the circle CGMs, Mr. B. Mishra (GM Products and Pricing – Consumer Mobility) has been designated as Project Champion for Project Vijay. As Project Champion, he in Corporate Office would be:

- Responsible (along with the Project Sponsor and circle CGMs) for overall implementation of Project Vijay within BSNL
- Responsible for all coordination at Corporate Office relating to Project Vijay, including coordination with Project Vijay Roll-out Managers
- Provide specific inputs at circle/ Corporate Office level relating to implementation of Project Vijay; participate in periodic review meetings with circle CGMs, Project Sponsor and others relating to Project Vijay roll-out
- Drive policy-related decisions at Corporate Office, if required, for smooth roll-out of Project Vijay
- Resolve/ remove any bottlenecks at Corporate Office for smooth roll-out of Project Vijay

In this capacity, the Project Vijay roll-out managers in each circle will report to Mr. B. Mishra till any further instructions.

2. Review frequency

I would urge each one of you to conduct review of Project Vijay implementation in your circle on alternative day basis (i.e., review every Mon-Wed-Fri or Tue-Thu-Sat) for the initial 3 month period. The review should be carried out along with the Project Vijay roll-out manager in your circle and Project Vijay leader/ GM incharge of Project Vijay roll-out within your circle. Other personnel may be requested to join-in, if required. The representative from M/S BCG and/or BSNL Corporate Office team will also be physically present for atleast one of these review meetings, after discussion with you. Progress on Sancharsoft implementation within your circle should also be reviewed during these review meetings

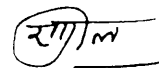
In order to facilitate this exercise, you are requested to finalize the review slots and communicate to my office by Friday (17th July, 2009). A copy of the review schedule should also be sent to Project Vijay – Project Champion and M/S BCG.

3. Welcome letter to all Project Vijay Roll-out Manager/ Project Vijay nodes at circle and SSA Sales Heads/Franchisee Manager/ Retailer Manager Coordinator/ Retailer Managers at SSA

Please arrange to handover a copy of the welcome letter attached in Annexure 1 to each exclusive team member appointed for Project Vijay roll-out in your circle as mentioned above.

With best wishes,

Yours sincerely,



(R. K. Agarwal)

Copy to:

- (i) Director – HR
- (ii) GM – Corporate Restructuring
- (iii) GM Products and Pricing – Consumer Mobility
- (iv) M/S BCG

Project Vijay

Annexure 1

D.O No.

Dated: the 14th of July 2009

Dear Sri _____

You are aware that our mobile market share is falling day by day. One of the major reasons for fall in market share is non availability of BSNL products with in the reach of customers. Project Vijay is an important initiative by BSNL to regain the market share and become a dominant player in the mobile segment. The following objectives are set under Project Vijay to achieve the above goal.

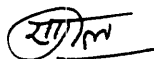
- Expand Reach- Ensure availability of BSNL Products at more than 95% of Retail Outlets.
- Capture significant share(25-30%) of retailer's counter sales
- Build distinctive channel Management capabilities ,
- Nurture and make strong the viable partner net work.

I am happy that you have been chosen as one of the exclusive and dedicated team member to implement Project Vijay in _____ circle. I am sure by now, you have understood your role and the responsibilities expected from you as (Project Vijay roll-out manager/Project Vijay node of the circle OR SSA Sales Head/Franchisee Manager/Retail Manager Co-ordinator/Retail Manager of your SSA). The success of this project lies in sincere commitment to the targets and hard work by all of us as team members to achieve the above objectives. Please take the role assigned to you with seriousness and a firm belief that jointly we will succeed.

Once again I congratulate you for taking the new assignment and wish you all the best.

With Best Wishes

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R. K. Agarwal

**Director Consumer Mobility,
BSNL**