



भारत संचार निगम लिमिटेड
(भारत सरकार)

BHARAT SANCHAR NIGAM LTD.
(A Government of India Enterprises)

No: 4-1(a)/2009-P&P-CM

Date: 15th January, 2010

To.

Chief General Managers.

UP(East), UP(West), Rajasthan, Haryana, Punjab, Uttaranchal, Maharashtra, Andhra Pradesh, Karnataka, Kerala and Tamil Nadu Telecom Circles and Kolkata Telecom District.

Subject: Secondary Sales - Key focus area for Project Vijay implementation

Project Vijay has been under implementation in your circle now almost for seven months. We have made significant progress, and I would like to thank you for all your support so far.

However, there is **still a lot to achieve** under the overall objectives of Project Vijay and we must continue working towards achieving those goals. We had set ourselves a goal to increase the reach of BSNL products in the market. The best way to track that reach is **secondary sales on Sancharsoft**. The deadline for the same was set to be January 9, 2010 in my letter dated 29 December 2009. It is **disappointing** to note that the tracking of secondary sales on Sancharsoft is not up to the mark in most circles even after repeated instructions. Attached with this letter is the performance of all Project Vijay wave 1 circles on secondary sales.

Here, I would like to **complement the efforts of Maharashtra, Punjab and Haryana circle** where a significant progress has been in this regard. Other circles must follow and ensure that the entire sales of our products done by the franchisee should be recorded in Sancharsoft against actual retailers.

In this regard, please make sure that **by January 21, 2010, franchisees enter ALL their secondary sales into Sancharsoft without fail**. I believe, as per the S&D policy, the targets for number of retailers billed on Sancharsoft have already been provided to the franchisees and appropriate incentives/ penalties are also in place. We must ensure that franchisees are pushed to use Sancharsoft to its full potential.

Please note that along with recording secondary sales on Sancharsoft, it is imperative that we **ensure that the secondary sales are recorded against the retailers where the actual sale is being made**. It is observed that in some circles even though a high percentage of secondary sale is being done via Sancharsoft but the number of retailers billed as a percentage of total retailers in the market is very low. It implies either the BSNL reach in those circles is extremely poor or the franchisees are not recording the secondary sales against correct retailers.

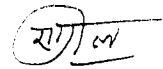
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The best way to verify the genuineness of the records made by franchisees is through the retailer manager visits to the retailers. Thus it is extremely critical that the **visits of the Retailer Managers are tracked properly to estimate the extent of BSNL reach**. I believe that all the circles have been provided with templates for tracking the retailer manager visits. Even though it is reported that in most SSAs, retailer managers are visiting the retailers but **it is disappointing to note that no proper reports are being produced to track the feedback of their visits**. Here, again I would like to **complement Maharashtra circle** for ensuring proper retailer manager visit tracking done on a daily basis. Such efforts need to be followed in other circles as well. Please ensure that **proper tracking records of retailer manager visits are produced on daily basis by 21st January, 2010**.

You are requested to ensure follow-up on these issues listed above any required circulars for the same should be issued. Any issues or concerns in this regard may be discussed with respective Project Champion (Mr Indrajeet Khanna, GM Sales and Marketing, Consumer Mobility for North & West zone circles or Mr. Bijoy Mishra (GM Products & Pricing, Consumer Mobility) for south and east zone circles.)

I look forward to your continued co-operation in executing project Vijay implementation in your circle.

Your's faithfully,



(R. K. Aggarwal)

Director Consumer Mobility

Copy to:

1. GM – Products and Pricing, Consumer Mobility
2. GM Sales and Marketing, Consumer Mobility
3. Project Vijay Project leaders and Rollout Managers (Wave I circles)
4. BCG team

Annexure 'A'

Performance of wave I Project Vijay circles on secondary sales in December 2009
(as reflected on Sancharsoft)

Circle	Secondary Sales as a % of Primary Sales (SIM)	Estimated number of total SIM retailers (40% of total retailers)	# Retailers billed on Sancharsoft for SIM	% Achievement (Recorded Reach)	Secondary Sales as a % of Primary Sales (RCV)	Total number of total RCV retailers	# Retailers billed on Sancharsoft for RCV	% Achievement (Recorded Reach)
AP	33%	27,779	545	2%	56%	69,447	2,585	4%
TN	13%	28,874	449	2%	1%	72,185	187	0%
KRL	2%	14,603	34	0%	140%	36,508	3,075	8%
KTK	35%	23,114	227	1%	24%	57,786	826	1%
MH	98%	28,910	12,892	45%	88%	72,275	25,626	35%
UE	30%	25,761	724	3%	70%	64,403	2,658	4%
UVV	29%	16,631	1,079	6%	82%	41,577	11,919	29%
UL	19%	4,348	190	4%	112%	10,869	1,179	11%
RJ	2%	28,701	58	0%	48%	71,753	701	1%
HR	74%	7,199	3,122	43%	137%	17,998	7,025	39%
PB	107%	14,838	4,023	27%	175%	37,096	11,576	31%