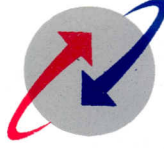


भारत संचार भवन, हरीश चन्द्र माथुर लेन,
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भारत संचार निगम लिमिटेड

(भारत सरकार का उद्यम)

BHARAT SANCHAR NIGAM LIMITED

(A Govt. of India Enterprise)

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April 10, 2015

अनुपम श्रीवास्तव

अध्यक्ष एवं प्रबन्ध निदेशक

ANUPAM SHRIVASTAVA

Chairman & Managing Director

Dear Shri

It is no brainteaser that for any telecom service providing company, 'Customer Care' is of utmost importance and with the introduction of MNP and now All India MNP in the offing; this criterion is all the more relevant. With our All India presence in both fixed and mobile telephony, we have an edge over others if we take good care of our customers. This means we listen to their problems – solve them quickly. Even I have this practice myself to speak to few of our customers randomly in various circles to listen to their views on BSNL service. I suggest, all territorial circle heads and further down SSA Heads, SDOs must speak to our customers to get their feedback on our service so that BSNL can come up to the expectation of our customers, which is already sky high.

On an average, my office gets about 3 dozen emails from our customers about poor or no response from local BSNL authorities and equal number of telephone calls requesting, shouting and sometimes threatening to leave BSNL service. This is unacceptable and reflects poorly on our front-desk service, which needs immediate improvement and overhauling at circle level. All our efforts at BSNL C.O. to organize and provide state-of-the-art technological equipment to all field units prove futile if we do not provide our customers care they expect from BSNL.

It requires, as our Hon'ble MOC&IT directed in one of his talks in BSNL C.O. recently *"With introduction of all new technologies in BSNL network, new work culture, new methodology to satisfy customers also needs to be introduced in BSNL"*. I expect, at least, this improvement doesn't need any push or instructions from C.O. and should be embedded in all our employees dealing with our customers.

Our future depends not on the kind of equipment we install in the field units but on how best we can serve our customers to not only retain them in our network but also get more through MNP to increase our gamut to turn around BSNL future.

With best wishes,

Yours sincerely,

(Anupam Shrivastava)

Shri
Chief General Manager,
Telecom Circle / District.

Copy to : All Functional Directors on BSNL Board.