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भारत संचार निगम लिमिटेड
(भारत सरकार का उद्यम)
BHARAT SANCHAR NIGAM LTD.
(A Government of India Enterprises)

अनुपम श्रीवास्तव
अध्यक्ष एवं प्रबन्ध निदेशक
ANUPAM SHRIVASTAVA
Chairman & Managing Director

No. CMD/BSNL/ 2016(29924)
May 17th, 2016

Dear All,

At the very outset, today, on the World Telecom Day, I would like to convey my good wishes to you on behalf of telecom fraternity and anew BSNL's commitment to provide best of the telecom services to all citizens of our country at competitive rates. Telecom in India is perhaps the only industry except IT, where Indian customers enjoy using best of the technologies available anywhere in the world today. India is one of the fastest growing telecom markets in the world with customers demanding more and more from telecom operators with best of the services. BSNL has been playing its role in bridging the gap of digital divide by spreading its network in all far-flung areas of our country.

BSNL fully endorses, as a Member of International Telecom Union (ITU), its theme for 2016 *"ICT entrepreneurship for social impact"*, for being part of ICT based industry, committed and striving for greater penetration of access to ICTs, amongst the lowest and largest strata of economic pyramid in India. BSNL is constantly working towards meeting the objective of better life for the citizens of this country through deployment of innovative information and communication technologies, which shall have a real social impact in the long run.

I am happy that with the commitment of BSNL management and support of all employees, we have been able to add more than 2 million mobile customers to our ever-increasing customer base every month for since the beginning of 2016. This upward trend must not only be sustained but further increased on month-on-month basis, as a result of unique schemes BSNL has offered to customers with improved quality of service after capacity up-gradation in our mobile network. Landline and Broadband services also hold great potential and with NGN technology deployment, BSNL landline customers are able to enjoy seamless convergence of fixed and mobile telephony. I have high hopes from our Enterprise Business vertical to together take BSNL revenue to new heights in this financial year. In this endeavour I call upon all BSNL Associations and Unions to join hands like they have supported and come up with unique ideas to help upgrade BSNL brand image.

On World Telecom Day, I also assure our customers that SWAS (Service with a smile) shall remain an essential part while serving them with latest technology deployment in BSNL networks. I urge everyone to use BSNL services for we have been a 100% Government of India owned Public Sector Undertaking working with complete transparency and responsibility to serve our customers. Give us a chance and I assure you, you will not be disappointed with our network reach and services.

With best wishes,

Yours sincerely,

(Anupam Shrivastava)

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