



No. 2-97/2014-15/RM-CM/BSNL/

dated: 21 /11/2014

To

The CGM/ IFA,
All Territorial Telecom Circles / Metro Districts, BSNL

Sub: Analysis of GSM Revenue Performance Report for the month of September, 2014.

A Kind reference is invited to this office letter of even No. dated 05/11/2014 regarding GSM Revenue Performance Report for the month of September, 2014 uploaded on the BSNL intranet portal wherein circle-wise details are available for perusal and review.

On analysis of the GSM Revenue Performance Report for the month of September, 2014, the following observations are made:

I .GSM REVENUE:

1. As compared to SLR of September, 2013, in the month of September, 2014, **there is an increase in GSM (Pre-paid+Postpaid) revenue of Rs.45.61 Crore.** In case of GSM Pre-paid services, there is an increase of Rs.46.91 Crore whereas there is a decrease of Rs.1.30 Crore in case of GSM Post-paid services.

The actual revenue achievement up to September 2014 is only Rs.5363.11 Crore against the annual revenue target of Rs. 13500 Crore for the financial year 2014-15. The achievement against the proportionate target of Rs.6750 Crore is 79.45% only.

2. The monthly trend of GSM revenue during the current Financial Year 2014-15 with the corresponding period of 2013-14 is indicated below:

Revenue in Crores of Rs.			
Month	2013-14	2014-15	Variation (%)
April	803.83	832.47	3.56%
May	906.09	924.07	1.98%
June	877.82	901.28	2.67%
July	903.62	911.76	0.90%
August	899.46	902.26	-0.31%
September	848.16	893.77	5.38%

3. **Circle-wise Revenue Growth:** The Circle-wise detail of growth in cumulative revenue in comparison to corresponding month of previous year:

Circles having positive growth	Circles having negative Growth
1. West Bengal (24.70%), 2. Kerala (15.58%), 3. Punjab (13.58%), 4. Maharashtra (5.24%), 5. Kolkata (4.66%), 6. Karnataka (4.49%), 7. Andhra Pradesh (3.92%), 8. Chhattisgarh (2.63%) 9. Haryana (2.28%), 10. J&K (2.49%), 11. Tamilnadu (1.02%),	1. Jharkhand (16.45%), 2. Bihar (15.29%), 3. Uttarakhand (8.69%), 4. Rajasthan (7.31%), 5. Chennai (5.92%), 6. UP (West) (5.82%), 7. NE-II (3.83%), 8. A & N (3.77%), 9. Assam (3.48%), 10. Gujarat (2.85%), 11. NE-I (2.74%), 12. MP (1.71%), 13. UP (East) (1.54%), 14. HP (1.22%) 15. Orissa (0.72),



4. TOP FIVE Circles in GSM Revenue Generation:

Position	Name of Circle	Cumulative Revenue (In Rs. Crores)
1	KERALA	606.25
2	ANDHRA PRADESH	531.25
3	TAMILNADU	431.41
4	MAHARASHTRA	410.03
5	UP (EAST)	396.72

Kerala Circle is continuing on top position in GSM Revenue generation.

II. ARPU (Cumulative)

- Blended (Postpaid + Prepaid) ARPU:** In comparison of previous month blended ARPU of Rs.101.11 the ARPU of this month has increased to Rs.105.03. ARPU of Rajasthan (Rs.63.85), UP (East) (Rs.67.02), Bihar (79.67), Uttar Pradesh (West) (80.86) and Haryana (86.51) is very low against All India ARPU.
- Postpaid ARPU:** In comparison of previous month Postpaid ARPU of Rs.405.05, the ARPU of this month has decreased to Rs.403.84.
- Prepaid ARPU:** In comparison of previous month Prepaid ARPU of Rs.89.79, the ARPU of this month has increased to Rs.93.46.
- The monthly trend of All India Blended (Postpaid+ Prepaid) ARPU during the current financial year 2014-15 with the corresponding period 2013-14 is indicated below:

Amount in Rs.			
Month	2013-14	2014-15	Variation (%)
April	97.34	90.95	-6.56%
May	93.87	96.55	2.86%
June	94.78	98.40	3.82%
July	95.93	100.12	4.37%
August	96.56	101.11	4.71%
September	96.03	105.03	9.37%

III. COLLECTION EFFICIENCY:

- The target fixed for collection efficiency has been **achieved by the following circles only:**

Month	Target	Name of Circles			
		EAST	WEST	NORTH	SOUTH
2 nd Month	95%	Kolkata, A&N	Maharastra,	Rajasthan, Himachal Pradesh, UP (East)	Tamilnadu, Chennai, Karnataka, Kerala
3 rd Month	97%	A&N, Kolkata, Assam NE-I	Maharastra, Madhya Pradesh	Rajasthan, Himachal Pradesh	Tamilnadu, Chennai, Kerala Karnataka, Andhra Pradesh
6 th Month	99%		Maharastra	Rajasthan	



2. Rajasthan and Maharastra are the only Circles achieved the sixth month collection efficiency target. The remaining circles may initiate special drive for achieving the collection efficiency targets so as to increase the cash inflow. **The Sixth Month Collection Efficiency of Bihar (66.43%) is very poor and least in all India which is short by 31.20% from all India Average of 97.63. Hence the Circle needs to make serious efforts to improve the collection-efficiency.**

IV. CMTS (GSM) OUTSTANDING:

1. **Outstanding Recovery Target versus Achievement:** The CMTS Outstanding as on 30.09.2014 for the bills issued up to March 2014 is Rs.518.37 Crores. The segment-wise target and outstanding detail is indicated below:

Year-wise Segment	(Amount in Lakhs of Rs.)				% Achievement
	Target (Outstanding to be reduced to, by 31 st March 2015)	Outstanding at the end of Sep, 2014	Cumulative Recovery (Including W.off and Cancellation)	Shortfall (Outstanding remains unrealized)	
Up to 2003-2004	0.00	7596.15	193.05	7596.15	2.48
2004-05 to 2011-12	10122.70	39442.19	1048.60	29319.49	3.45
2012-13 to 2013-14	838.56	3816.86	4568.76	2978.30	60.54
Total	10961.26	50855.20	5810.41	39893.94	12.71

2. **Realization of Outstanding Dues accumulated up to 31.03.2014:** In the whole month of September, 2014, the reduction in outstanding dues of GSM Services accumulated up to 31.03.14 for all the circles put together is Just Rs.3.33 Crores which includes written-off of Rs.1.28 Crore. The circle-wise performance for the month of September, 2014 in reduction of outstanding dues is indicated below:

Amount Slab	Name of the Zones and Circles (In lakhs of Rupees)			
	East	West	North	South
Above Rs.1 Crore				
Above Rs.25 Lakh to Rs.1 Crore	NE-I (38.29), Bihar (30.54)			
Less than Rs.25 Lakh	All Circles except above	All Circles	All Circles	All Circle except above.

It is observed that the monthly performance in reduction of outstanding dues of all the circles is very low. This need to be analyzed critically and necessary action be taken to realize the outstanding dues for increasing the cash inflow.

A critical review and analysis may be made to find out the reasons for shortfall and necessary action be taken to achieve the targets prescribed by BSNL C.O.

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Copy for kind information to:

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