

No: BSNLCO-RSTG/12(11)/2/2026-RSTG

Dated: 03.04.2026

To,

All CGMs BSNL.

Subject: Circle-by-circle strategic priorities - 90 day Action PLAN-Regarding.

I am directed to convey that a comprehensive circle wise 90 day action plan has been developed based on detailed economic intelligence and an assessment of BSNL's competitive position across all telecom circles.

To ensure focused execution and optimal resource allocation, all circles have been categorized into four distinct Tiers, based on revenue potential, market opportunity, and strategic importance. Further details regarding Tier-1, Tier 2, Tier 3, and Tier 4 circles, along with specific circle-wise targets, key performance indicators, and actionable directives are hereby enclosed as Annexure 1

All Circle Heads are advised to:

- Align their operational strategies with the forthcoming Tier-based framework
- Prioritize initiatives based on their assigned Tier classification
- Ensure strict adherence to timelines and performance benchmarks
- Update daily progress in the google sheet; through the war room
- Submit weekly progress reports for review and course correction

This initiative is aimed at strengthening BSNL's market position, improving operational efficiency, and driving sustainable revenue growth across all circles.

This issued with the approval of the Competent Authority.


03/4/26
(Santosh Dahiya)
DGM (Restg.)

Copy to:

1. PPS to the CMD BSNL
2. PPS to All The Directors of BSNL Board, New Delhi
3. The CVO, BSNL New Delhi
4. PGM (Pers.) for necessary action in ERP.
5. All units Head, BSNL CO
6. CLO (SCTY AGM (VO CO), BSNL C.O.
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