



भारत संचार निगम लिमिटेड

(भारत सरकार का उद्यम)

BHARAT SANCHAR NIGAM LIMITED

(A Govt. of India Enterprise)



तमिलनाडु दूरसंचार परिमंडल,
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Lr.No.CGM/TNC/OF/2014

Dt: 17th July, 2014

My Dear Colleagues,

Vanakkam. I feel honoured to join in BSNL Tamilnadu Circle team as CGM after taking over the charge from Shri Mohd. Ashraf Khan on 13.5.2014. Shri Mohd.Ashraf Khan has been elevated to Executive Director(NB),BSNL Corporate Office. We have completed first quarter for the year 2014-15. We have already received the performance report for the year 2013-14 and also the Company Audit had been completed and profit & loss statement has been concluded recently. It may be seen from the performance report and the profit & loss statement that Tamilnadu Circle has done fairly well in increasing the revenue during the year 2013-14. Even though there has been a shortfall in achieving the targets fixed by the BSNL Corporate Office under various verticals, there has been increase in the revenue growth of 6.75% during the year compared to last year and also reducing the loss to some extent. This would not have been possible but for the involvement of all the employees and also the team work exhibited by BSNL, Tamilnadu Circle staff.

We have also received targets for the current year for various verticals both physical as well as financial targets. I expect the same zeal, enthusiasm and involvement from each one of you in the field to maintain the same spirit in achieving the goals fixed by Corporate Office. We have a very big challenge before us in terms of meeting the targets particularly achieving the physical and financial targets fixed for Landline & Broadband in the CFA segment and mobile services in CM segment. Further we have also got big challenge in achieving both Enterprise Business and New Business, in leasing of towers, leasing of vacant quarters/space etc. ultimately to achieve the revenue target fixed by Corporate Office. During the last year, the final accounts were closed with a loss of more than Rs.430 crores. The bigger challenge for us is to reduce this loss in the coming years.

In this connection, I wish to emphasize on some of the activities which needs attention to achieve the above goals.

- (1) Ensure quality of service of the network and thereby increase new Landline & BB connections in each of the SSA, while reducing disconnections. The performance of the Circle during the last 3 months has not been very encouraging in both physical and financial parameters in respect of Landline & Broadband. There is a need to put in concerted efforts to improve the quality of service of our network to maintain customer satisfaction.
- (2) In respect of Consumer Mobility vertical, there is a need to ensure uninterrupted Cell services in all the sites which we are already radiating, bringing new customers and ensure usage of the network by more customers i.e. increase the active customers in the network. In addition, there is a need to increase leasing out of towers to the other

needy TSPs. This will not only reduce the recurring expenditure but also add additional revenue to the department.

(3) Add new Enterprise Business among Gold & Platinum customers. Enhance the opportunities to raise new revenue from New Business Areas like offering vacant quarters/space, space for ATMs in our buildings.

Last but not the least is to exploit the existing resources to fullest use and for optimal utilization. There is also a responsibility on all of us to reduce expenditure to the extent possible by restricting the expenditure which is essential.

I look forward to your participation in every exercise in increasing revenue and reducing expenditure.

I am confident with your support and active involvement, we can turn around the financial performance of the Circle. Any suggestions towards achieving the goals is most welcome.

With best wishes,

Yours sincerely,



(G.V.Reddy)

To
All Employees,
BSNL, Tamilnadu Circle

President/Secretary of all recognized Associations/Unions, TN Circle