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

आर. के. मित्रल  
निदेशक (सी.एम.)  
**R.K. MITTAL**  
Director (C.M.)

D.O. No. 10-5/2016-SCM-CM

5<sup>th</sup> October, 2017

Dear Smt. / Shri.

Kindly refer to the DO letter of even number dated 05.09.2017, wherein targets of SIM sales for September'17 were communicated. The SIM sale report for September, 2017 (Annexure-I) shows that there is continuous down fall in SIM sale for the 3<sup>rd</sup> consecutive month and we have failed to achieve M2M target. This is not acceptable at all. It is once again emphasized that this is an alarming situation and requires personal attention of CGMs.

On analyzing the circle wise performance, it is found that only 3 circles viz. Andaman Nicobar, Chhattisgarh, J&K and MP Telecom Circles are able to achieve the given target. I would like to congratulate them for their performance.

Assam (34%), Rajasthan (35%), West Bengal (38%), Uttaranchal (40%), NE-I (46%), NE-II (46%), Tamil Nadu (46%) and Bihar (47%) have achieved less than 50% of the target for the September month which is appalling and these circles need to improve their performance and must be monitored by CGMs on daily basis.

I hope keeping in mind the mantra given in my previous DO letter i.e. "HOLD ON TO THE CUSTOMERS" and "FOCUS ON SIM SALE" clubbed with "GO TO RETAILER" strategy outlined in zonal meetings, all the Telecom Circles/Districts will be able to achieve the SIM sale target for October'17 as per Annexure-II. Targets have been revised downwards in view of repeated requests from Circles. Circles must strive to achieve the reduced targets and keep in mind that SIM sales achievement will be one of the major parameters in performance evaluation of the circles.

With best wishes,

Yours sincerely

  
( R. K. Mittal )

All Chief General Managers  
Telecom Circles/Units.BSNL.

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## Annexure-I

## SIM SALES ACHIEVEMENT FOR THE MONTH OF Sept-2017

Zone	Name of Circle	Target for the Month	Achievement for the Month	% Target Achieved
EAST	Andaman & Nicobar	6,240	7,330	117.5%
	Assam	41,200	14,081	34.2%
	Bihar	1,32,720	62,325	47.0%
	Jharkhand	50,160	43,936	87.6%
	Kolkata	28,480	23,838	83.7%
	North East I	16,320	7,522	46.1%
	North East II	18,240	8,386	46.0%
	Orissa	1,55,840	1,02,286	65.6%
	West Bengal	26,800	10,168	37.9%
	<b>Total for EZ</b>	<b>4,76,000</b>	<b>2,79,872</b>	<b>58.8%</b>
NORTH	Punjab	1,58,400	90,055	56.9%
	Haryana	1,15,280	63,406	55.0%
	Himachal Pradesh	52,640	35,426	67.3%
	Rajasthan	1,96,640	68,759	35.0%
	J&K	18,640	19,355	103.8%
	UP (West)	1,58,000	86,374	54.7%
	UP (East)	2,61,360	1,73,943	66.6%
	Uttranchal	36,080	14,333	39.7%
	<b>Total for NZ</b>	<b>9,97,040</b>	<b>5,51,651</b>	<b>55.3%</b>
SOUTH	Andhra Pradesh	2,45,440	1,44,306	58.8%
	Chennai	19,040	10,336	54.3%
	Karnataka	1,29,360	88,565	68.5%
	Kerala	1,84,240	1,38,275	75.1%
	Tamil Nadu	2,23,920	1,03,058	46.0%
	<b>Total for SZ</b>	<b>8,02,000</b>	<b>4,84,540</b>	<b>60.4%</b>
WEST	Gujarat	1,54,880	1,43,359	92.6%
	Maharashtra	1,18,560	98,836	83.4%
	MP	1,18,960	1,20,803	101.5%
	Chhattisgarh	34,640	38,851	112.2%
	<b>Total for WZ</b>	<b>4,27,040</b>	<b>4,01,849</b>	<b>94.1%</b>
<b>All India Total</b>		<b>27,02,080</b>	<b>17,17,912</b>	<b>63.6%</b>

## SIM SALES TARGET FOR THE MONTH OF Oct-2017

Zone	Name of Circle	Achievement up to Sept for 2017-18	Target up to Sept for 2017-18	Excess / Shortfall upto Sept 2017	Target for Oct-2017
EAST	Andaman & Nicobar	36,537	35,880	657	6,000
	Assam	1,42,052	2,36,910	-94,858	30,000
	Bihar	4,29,656	7,63,140	-3,33,484	1,10,000
	Jharkhand	2,67,049	2,88,420	-21,371	41,000
	Kolkata	2,64,775	1,63,770	1,01,005	23,500
	North East I	48,429	93,840	-45,411	13,500
	North East II	58,462	1,04,880	-46,418	15,000
	Orissa	6,59,588	8,96,070	-2,36,482	1,28,000
	West Bengal	1,25,359	1,54,110	-28,751	22,000
		<b>Total for EZ</b>	<b>20,31,907</b>	<b>27,37,020</b>	<b>-7,05,113</b>
NORTH	Punjab	8,41,963	9,10,800	-68,837	1,30,000
	Haryana	4,92,101	6,62,850	-1,70,749	95,000
	Himachal Pradesh	1,86,861	3,02,670	-1,15,809	43,500
	Rajasthan	10,13,239	11,30,670	-1,17,431	1,62,000
	J&K	1,21,016	1,07,190	13,826	15,500
	UP (West)	7,02,082	9,08,490	-2,06,408	1,30,000
	UP (East)	8,19,040	15,02,820	-6,83,780	2,00,000
	Uttranchal	1,19,653	2,07,450	-87,797	30,000
		<b>Total for NZ</b>	<b>42,95,955</b>	<b>57,32,940</b>	<b>-14,36,985</b>
SOUTH	Andhra Pradesh	8,67,265	14,11,290	-5,44,025	2,00,000
	Chennai	71,958	1,09,470	-37,512	15,500
	Karnataka	5,70,041	12,87,540	-7,17,499	1,85,000
	Kerala	8,81,731	10,59,390	-1,77,659	1,52,000
	Tamil Nadu	8,45,266	7,43,820	1,01,446	1,25,000
		<b>Total for SZ</b>	<b>32,36,261</b>	<b>46,11,510</b>	<b>-13,75,249</b>
WEST	Gujarat	7,31,787	8,90,550	-1,58,763	1,28,000
	Maharashtra	6,96,937	6,81,720	15,217	1,08,000
	MP	6,19,486	6,84,030	-64,544	98,000
	Chhattisgarh	1,81,577	1,99,170	-17,593	30,000
		<b>Total for WZ</b>	<b>22,29,787</b>	<b>24,55,470</b>	<b>-2,25,683</b>
<b>All India Total</b>		<b>1,17,93,910</b>	<b>1,55,36,940</b>	<b>-37,43,030</b>	<b>22,36,500</b>