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भारत संचार निगम लिमिटेड
(भारत सरकार का उद्यम)
BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

No. 4-1/2019-20-BSNL/TR/Circle
Dated: 16.08.2024

ए. रॉबर्ट जे. रवि, आईटीएस
अध्यक्ष एवं प्रबन्ध निदेशक
A. ROBERT J. RAVI, ITS
Chairman & Managing Director

To
Heads & IFAs of all Circles & Metro TDs
Bharat Sanchar Nigam Limited.

Sub: Analysis of revenue performance up to July, 2024.

PAN India total revenue as per flash figure revenue report of July, 2024 has shown negative growth and decline of Rs. 136.13 crores (-2.45%) up to July, 2024 comparing to revenue up to July, 2023. This dismal revenue performance needs immediate review and appropriate actions to **achieve positive revenue trend and 25% revenue growth in all verticals during next 18 months.**

2. A thorough analysis has revealed circles' position of revenue performance in terms of variation in absolute amount (increase / decrease) up to July, 2024 vis-à-vis up to July, 2023 as below:

CFA revenue		CM revenue		EB revenue		Total revenue	
Top 5 circles	Bottom 5 circles	Top 5 circles	Bottom 5 circles	Top 5 circles	Bottom 5 circles	Top 5 circles	Bottom circles
Haryana	Kerala	North East-II	Jharkhand	Madhya Pradesh	Kerala	Madhya Pradesh	Kerala
Maharashtra	Assam	Maharashtra	Punjab	Orissa	Uttar Pradesh (E)	Haryana	Jharkhar
West Bengal	Andhra Pradesh	Madhya Pradesh	Karnataka	Chhattisgarh	Maharashtra	North East-II	Karnatal
Madhya Pradesh	Uttar Pradesh (W)	Rajasthan	Tamilnadu	Andaman & Nicobar	Karnataka	Maharashtra	Uttar Pradesh (E)
Jharkhand	Chennai Phones	Jammu & Kashmir	Kerala	Sikkim	CNTX - N	West Bengal	CNTX -

Note: Detailed analysis is available in **Annexure.**

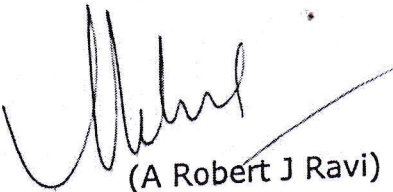
3. Circles with negative and unsatisfactory revenue growth are required to bestow best efforts, continuously monitor service-wise and vertical-wise revenue trend, take all corrective and proactive steps for revenue augmentation. Apart from relentless thrust for acquiring new customers as well as innovative business avenues / opportunities, robust quality of service in all parameters and efficient customer care service are also to be ensured for retention of esteemed customers.

4. Therefore, to ensure upward trend of revenue in all verticals, daily and effective monitoring is required by all circles and BAs in major performance parameters viz. customer acquisition, customer retention, prevention of disconnections, accurate and timely billing, prompt customer care service, satisfactory level of QoS parameters etc. Suitable targets and benchmarks for all parameters and activities are to be set and monitored closely.

5. It is expected that circles with able leadership of respective CGMs and hardworking workforce of BSNL at all field units will succeed to achieve and maintain positive revenue growth across all verticals.

With best wishes,

Encl.: Annexure.



(A Robert J Ravi)

Copy to:

1. Zonal Directors – North, East, West & South, BSNL.
2. CGM, ITPC, BSNL.