

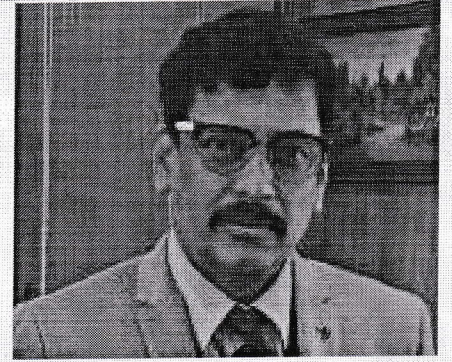
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अध्यक्ष एवं प्रबन्ध निदेशक
A. ROBERT J. RAVI, ITS
Chairman & Managing Director



A New Year of Opportunities and Transformation

Dear CGMs, Esteemed Colleagues, Representatives of Unions and Associations, and the Entire BSNL Family,

As the dawn of 2025 breaks upon us, I extend my warmest wishes to you and your families for a New Year filled with joy, prosperity, and fulfilment. This is a moment not only to celebrate but also to reflect on our collective journey—our achievements, challenges, and the incredible spirit that drives BSNL forward.

A Journey of Transformation in 2024

"Success is not the fruit of chance but the result of tireless effort", and our performance in 2024 stands testament to this truth. Together, we have overcome obstacles, harnessed opportunities, and laid a strong foundation for BSNL's resurgence.

- **4G Expansion:** Over 69,000 towers installed, with 58,000 commissioned—each one representing our commitment to Connecting India, from the bustling cities to the remotest corners of our nation.
- **Customer-Centric Growth:** Over 1 crore new 4G customers; increasing FTTH subscribers and new business opportunities (demonstration of technology in captive environment at Kumbh Mela)—a monumental step in reclaiming BSNL's space in the hearts of our customers.
- **Technological Milestones:** The launch of National WiFi Roaming, Intranet Fibre TV, BSNL intranet TV, D2D, Private 5G services etc marked the beginning of a new era of innovation.
- **Financial Progress:** From land monetization to enhanced efficiency, our efforts have started bearing fruits, with revenues steadily improving.

Today also marks the beginning of BSNL taking over the operations of MTNL for the benefit of our valued customers. I urge all BSNL and MTNL staff to come together and work as one unified family, striving towards a shared vision of excellence and service.

These achievements were possible because of the relentless dedication and selfless service of every member of the BSNL family. Like the great ocean formed by countless rivers, BSNL's strength lies in the contributions of each of you

* The Road Ahead in 2025

As we step into this New Year, let us remind ourselves of our shared mission to make BSNL a symbol of reliability, innovation, excellence- providing Secure; Affordable; Reliable services. 'Excellence in action' should be our guiding principle as we take on the challenges of 2025.

- **Building the Future:** We aim to commission 100,000 4G towers by March 2025, expanding our reach and impact like never before.
- **5G Vision:** The seeds of our 5G network have been sown, and 2025 will see us nurture these into a reality that redefines connectivity in India.
- **Customer First:** Whether it's the seamless resolution of FTTH issues or delivering new-age services like eSIM and AI-powered spam detection, customer satisfaction should remain at the heart of our efforts.
- **Expanding Horizons in the Enterprise Segment:** Establishing our presence in the enterprise segment with cutting-edge technologies such as data warehousing, MEC (Multi-access Edge Computing), captive networks, and Security Operation Center (SOC) services; venturing new business opportunities in real estate.
- **Empowering Each Other:** Let us embrace the spirit of ownership. Take charge of a BTS, an OLT, or an enterprise customer. Let us ensure that every task, no matter how small, is executed with excellence- with BSNL First Policy.

The time has come to rise as one team, united in purpose. Each of us has the power to uplift not just ourselves, but also this great organization, our colleagues, and the millions who rely on BSNL every day.

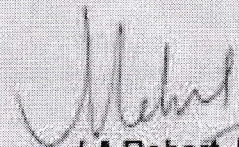
As we step into this New Year, let us pledge to work tirelessly, to innovate fearlessly, and to serve selflessly. The legacy of BSNL is in our hands, and together, we can write a new chapter of success, growth, and excellence.

I thank each of you from the depths of my heart for your dedication, perseverance, and unwavering belief in BSNL's vision. Let us face 2025 with courage, creativity, and determination. Together, we will rise to every challenge and make BSNL the beacon of hope and 'true' connectivity for India.

I urge all CGMs to begin focusing on the path ahead and to consider selecting any, more, or all of the activities outlined in the attached document, taking the initiative to lead the way in their execution.

May this New Year bring peace, prosperity, and purpose to all of us. Wishing you and your families a very Happy New Year!

A New Year, A New Beginning



(A Robert J Ravi)