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

राकेश कुमार उपाध्याय  
अध्यक्ष एवं प्रबन्ध निदेशक  
**RAKESH K. UPADHYAY**  
Chairman & Managing Director

D.O. No. 27-5/2013-S&M-CM  
Dated: 10.5.2013

Dear Shri

As you are aware that around 70% of our population lives in villages throughout the length and breadth of our country, the real potential of expanding BSNL services is there to be exploited and meticulously planning in this direction can do wonders in our revenue generation.

Although, BSNL has an advantage of its presence all over the country through our wired-line services, somehow, we have not been able to tap the huge potential of mobile customers in rural areas. In my opinion special thrust needs to be given to penetrate our services in the rural areas which can only be generated if we deal with the customers there in a different manner. They have simple needs which if satisfied immediately like providing SIMs locally, top-ups or fixing mundane technical problems with SIM / handset etc., we get more business from them. We can say if we win their confidence as government owned company, we win them as customers. Collaboration with post offices as they are considered representing government set-up to distribute our products along with Panchayat representatives in the villages can be considered. If we provide good services with innovative tariff plans we can garner their confidence to our gain.

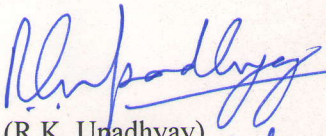
I suggest that immediate review may be conducted by you in your circle on the above lines with more ingenious ideas suitable for rural market, to make a fresh beginning in the rural areas where opportunities are in abundance. I want to see BSNL at number 1 position as soon as possible in providing services in rural areas. Let us work to make the masses believe that BSNL is a company that cares for rural population as a real Public Sector Undertaking. A newspaper clipping appeared in The Economic Times this week is attached herewith which gives the present picture on the matter.

If you have any suggestions or need any help, you can always reach Director (CM) in the Corporate Office or me to achieve this goal. I expect an action plan from you in this regard with progress report on monthly basis. First report after review as indicated above be submitted in a fortnight positively.

With best wishes,

Yours sincerely,

Encl : a/a

  
(R.K. Upadhyay)  
10/5/2013

Shri  
Chief General Manager,  
Telecom Circle