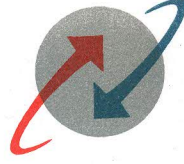


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भारत संचार निगम लिमिटेड
(भारत सरकार का उद्यम)
BHARAT SANCHAR NIGAM LTD.
(A Government of India Enterprises)

अनुपम श्रीवास्तव

अध्यक्ष एवं प्रबन्ध निदेशक

ANUPAM SHRIVASTAVA

Chairman & Managing Director

CMD/BSNL/2016 (7990)

December 31st, 2016

My dear colleagues,

Today, on the eve of New Year, when I look back to what we had aspired, sought and achieved during 2016, I see a mix of both success and slippage. The best thing happened in my opinion was the incident when our Hon'ble Prime Minister mentioned about BSNL's achievements during his Independence Day Speech from the ramparts of Red Fort this year. This was instrumental in bringing back the much needed self-confidence in all of us. This year, we have aimed farther and are on course with full vigour. To take and maintain the momentum to the maximum in the last quarter of this financial year, a HOCC of all territorial circles with their IFAs was convened to quickly retrospect shortcomings and to take immediate corrective actions for desired results. The confidence exuded by CGMs & their IFAs in the meeting definitely stands a testimony, based on support from each one of you at all levels.

In retrospect, I observe many positive changes in overall functionality of BSNL; such as the morale of the organization with the right kind of support from Government is positive and employees have joined in our effort to become a profitable PSU. Our brand visibility has increased over the period and we are regaining the trust of customers with our transparent functioning and ubiquitous coverage. For many months of 2016, as per TRAI data, BSNL stood number one as far as mobile customer acquisition is concerned. We cannot shy away from competition and certainly have the capacity to take challenges head-on if we continue to provide best services to our customers. Entry of Reliance Jio with its initial offer of free mobile calling and data usage stirred the industry and most Telcos started offering low tariffs for their mobile customers. BSNL also strategically offered tariff-by-tariff matching plans to our customers; befitting of challenges thrown by competition. Above all, SWAS remains a milestone of our success story, which has now been completely integrated in our working.

As you are aware that operating profit for the year 2015-16 is at Rs. 3855 crores which could be achieved only with the dedicated efforts put in by all of you. We already have been offering best industry practices and tariff plans to our landline, broadband and mobile customers, and to add to this, recently we have launched MOBICASH wallet services in collaboration with SBI to cater to encourage e-payment in line with Digital India Programme. We need to go to our customers to offer our services, apprise them of the new offerings and to renew our pledge to stay focused in our efforts to take BSNL to new heights in its glorious journey in the year 2017, a year which is more critical in the light of 3rd PRC also falling due this year.

I further take this opportunity to wish you all, your family members and friends a Very Happy & Prosperous New Year ahead.

With good wishes,

Yours sincerely,

(Anupam Shrivastava)

पंजीकृत एवं निगमित कार्यालय : भारत संचार भवन, हरीश चन्द्र माथुर लेन, जनपथ, नई दिल्ली-110001
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