

Sales & Marketing - Consumer Mobility
Eastern Court
BSNL Corporate Office, New Delhi-1
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भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)
BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

No.19-1/2011-SCM-CM

Dated: 18 July, 2012

To

The Project Leader(Project Vijay),
All Telecom. Circles/Districts

Subject: **Focus on Project Vijay.**

As you are aware that in the present tough market scenario we must have a strong sales channel network in order to improve sales of wireless services & products. Project Vijay aims to strengthen our sales network which is key to growth of connections & revenue on sustainable basis. However, the desired motto of Project Vijay i.e. increased retailer reach and produce extraction is not getting reflected in the sales figures. It is, therefore, requested to adhere to the following key actions:

- i. Regular visits of RMs to retailers.
- ii. Entry of sales in Sancharsoft (Corporate Office shall be monitoring the gross activations from Sancharsoft only).
- iii. Regular visits of FM to Franchisee.
- iv. Ensuring appointment of adequate FoS by franchisee.
- v. Disciplined monthly reviews by Project Leaders, Roll out Managers and SSA heads.

Therefore, you are requested to ensure that above mentioned points are properly adhered to which should be reflected in increased sales.

Biyo Mishra
(BIJOYANANDA MISHRA)
Sr.G.M.(Sales & Marketing-CM) 13/7/2012

Copy to:

1. Dir.(CM) for information please.
2. Roll out Manager for similar action please.