

S&M-CM Cell

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

F. No. 10-16/2010-SCM-CM**Dated: 20 .09.2013****To,****The Chief General Managers,****All Telecom Circles/Districts****Subject: Spread of BSNL active Points of Sale in the market.**

Project Vijay had been implemented in all Circles with the aim to strengthen our sales network, which is a key to growth of new connections & revenue on sustainable basis. In the present tough market conditions, it is required that we provide easy availability of our products to the subscribers. It requires a proper presence of our retailers in every nook & corner having BSNL mobile coverage.

However, it is learnt that the distribution of retailers in the market is not uniform. There are many areas, where no BSNL retailer is available. Thus there is a need to instruct our FMs, RMCs & RMs, who are visiting the field that besides providing required assistance to our Franchisees & Retailer, they should also check un-covered areas needing appointment of new retailers. Efforts should be made so that sufficient numbers of retailers are available in each BTS area. Circles may set a benchmark regarding minimum number of POS per BTS in urban as well as in rural areas and also assign a target to FMs for its achievement. It is further mentioned that incentive to Project Vijay teams has already been extended upto 31-03-2014 by Restructuring Cell of BSNL CO.

It is requested to take necessary action to ensure adequate spread of active BSNL Points of Sale in the market.

(Upendra Bakolia)
Addl. GM (S&M-CM)