



No. 2-97/2015-16/RM-CM/BSNL/

dated: 22 /06/2015

To  
The CGM/ IFA,  
All Territorial Telecom Circles / Metro Districts, BSNL.

**Sub: Analysis of GSM Revenue Performance Report for the month of April, 2015.**

A Kind reference is invited to this office letter of even No. dated 12/06/2015 regarding GSM Revenue Performance Report for the month of April, 2015 uploaded on the BSNL intranet portal wherein circle-wise details are available for perusal and review.

On analysis of the GSM Revenue Performance Report for the month of April, 2015, the following observations are made:

**I .GSM REVENUE:**

1. As compared to SLR of April, 2015, w.r.t SLR of April-2014, **there is a decrease in GSM (Pre-paid+Postpaid) revenue of Rs. 32.32 Crore (3.88%)**. In case of GSM Pre-paid services, there is a decrease of Rs.29.10 Crore (4.15%) whereas there is a decrease of Rs 3.22 Crore (2.46%) in case of GSM Post-paid services

The actual revenue achievement for April, 2015 is only Rs.**800.15** Crore. (Excluding SMS Revenue figures from UP (W)), against the annual revenue target of Rs. **16042** Crore, **annual achievement in percentage 4.99%** only, for the financial year 2015-16. The achievement against proportionate target Rs **1336.83** Crore. is Rs.800.15 Crore (60%).

2. The monthly GSM revenue during the current Financial Year 2015-16 for April-15 with the corresponding period of 2014-15 April-14 is indicated below:

Revenue in Crores of Rs.			
Month	2014-15	2015-16	(%) Increase / Decrease
April	832.47	800.15	-3.88%



**3. Circle-wise Revenue Growth as per SLR:** The Circle-wise detail of growth in cumulative revenue for 2015-16 (upto April-15) in comparison to corresponding month of previous year:

Circles having positive growth		Circles having Negative growth	
WEST BENGAL	41.36	ORISSA	-29.14
ANDAMAN & NICOBAR	26.32	JHARKHAND	-22.90
PUNJAB	7.92	MAHARASHTRA	-18.95
KERALA	5.90	NORTH EAST - II	-15.89
ANDHRA PRADESH	5.31	RAJASTHAN	-15.88
UTTAR PRADESH (EAST)	1.09	BIHAR	-15.54
MADHYA PRADESH	1.02	GUJARAT	-13.61
		UTTAR PRADESH (WEST)	-12.57
		NORTH EAST - I	-12.23
		ASSAM	-12.02
		JAMMU & KASHMIR	-10.20
		CHENNAI	-10.01
		KOLKATA	-8.36
		CHHATISGARH	-6.01
		KARNATAKA	-4.19
		HIMACHAL PRADESH	-3.66
		UTTARANCHAL	-2.37
		TAMILNADU	-1.43
		HARYANA	-0.98

**4. Circle-wise Revenue Growth as per IN:** The Circle-wise detail of growth in cumulative revenue for 2015-16 (upto Apr-15) in comparison to corresponding month of previous year as per IN report:

Circles having positive growth		Circles having negative Growth	
ANDAMAN & NICOBAR	14.33	JAMMU & KASHMIR	-13.03
HIMACHAL PRADESH	12.64	WEST BENGAL	-11.13
KERALA	9.27	MAHARASHTRA	-10.79
UTTAR PRADESH (WEST)	9.25	NORTH EAST - II	-9.51
UTTARANCHAL	6.85	RAJASTHAN	-8.86
CHHATISGARH	5.69	NORTH EAST - I	-7.76
MADHYA PRADESH	2.42	ASSAM	-7.13
HARYANA	1.80	KOLKATA	-6.81
ANDHRA PRADESH	1.33	GUJARAT	-6.79
PUNJAB	0.70	BIHAR	-6.42
CHENNAI	0.64	JHARKHAND	-4.50
TAMILNADU	0.23	UTTAR PRADESH (EAST)	-3.88
ORISSA	0.00	KARNATAKA	-0.32



**5. TOP FIVE** Circles in GSM Revenue Generation as per SLR:

Position	Name of Circle	Cumulative Revenue for 2015-16 Upto April-15 (In Rs. Crore)
1	KERALA	100.40
2	ANDHRA PRADESH	85.63
3	TAMILNADU	63.58
4	KARNATAKA	62.90
5	MAHARASHTRA	59.55

**Kerala Circle is on top position in GSM Revenue generation.**

**II. ARPU (Cumulative)**

1. **Blended (Postpaid + Prepaid) ARPU:** In comparison of April-14 blended ARPU of Rs.90.95, the ARPU for April-15 has increased to Rs.105.77. ARPU of following Circles are very low against All India ARPU.

Circle	ARPU in Rs.
ORISSA	63.42
BIHAR	74.94
UTTAR PRADESH (EAST)	78.79
UTTAR PRADESH (WEST)	84.63
TAMILNADU	88.54
ANDHRA PRADESH	89.49
RAJASTHAN	89.51
HARYANA	91.03
CHHATISGARH	94.74
GUJARAT	95.14
KARNATAKA	95.97
JHARKHAND	97.30

2. **Postpaid ARPU (As per SLR):** In comparison to April-14 Postpaid ARPU Rs. 406.33, the ARPU of April-15 has increased to Rs.409.00.
3. **Prepaid ARPU (As per SLR):** In comparison to April-14 Prepaid ARPU Rs. 79.51, the ARPU of April-15 has increased to Rs.92.81.
4. The All India Blended (Postpaid+ Prepaid) ARPU as per SLR during April-15 with the corresponding period 2014-15 (April-14) is indicated below:

Month	2014-15	2015-16	Amount in Rs.
			Variation (%)
April	90.95	105.77	16.29%



### III. COLLECTION EFFICIENCY:

1. The target fixed for collection efficiency w.r.t. GSM Post Paid Services has been achieved by the following circles only:

Month	Target	Name of Circles			
		EAST	WEST	NORTH	SOUTH
2 <sup>nd</sup> Month	95%	A& N, Kolkata,	MP, Maharashtra	Rajasthan, Punjab, H.P. Haryana UP (E),	Chennai, Kerala Karnataka, Tamilnadu.
3 <sup>rd</sup> Month	97%	Kolkatta, Assam, NE-I	Maharashtra, MP.	Rajasthan, Punjab, H.P.Haryana, J&K (96.95)	Chennai, TN, Karnataka, Kerala,
6 <sup>th</sup> Month	99%	Kolkatta (98.68)	MAHARASHTRA (99.34), GUJARAT(99.04), MP(98.90)	Rajasthan(99.46) Punjab (99.00)	TN (99.60), Chennai (99.57), Kerala (99.20). A.P (98.97), Karnataka (98.88)

**Tamil Nadu, Chennai, Rajasthan, Maharashtra, Kerala, Gujarat and Punjab** is the only circles who have achieved the sixth month collection efficiency target. The remaining circles may initiate special drive for achieving the collection efficiency targets, so as to increase the cash inflow. **The sixth month collection efficiency of Bihar (78.31)** is the lowest in all India which is short by **19.54%**, from all India average of 97.85%. Hence the circle needs to make serious efforts to improve the collection efficiency.

### IV. CMTS (GSM Post Paid) Revenue OUTSTANDING:

1. **Outstanding Recovery Target versus Achievement:** The CMTS Post Paid revenue Outstanding as on 30.04.2015.Rs. 5094.60/-lakhs. The segment-wise target and outstanding detail is indicated below:

Year-wise Segment	(Amount in Lakhs of Rs.)				% Achievement
	Target (Outstanding to be reduced to, by 31 <sup>st</sup> Mar 2016)	Outstanding at the end of April, 2015	Cumulative Recovery (Including W.off and Cancellation)	Shortfall (Outstanding remains unrealized)	
Up to 2005-2006	0.00	17361.36	25.17	17361.36	0.14
2006-07 to 2012-13	7228.01	28850.46	61.59	21622.45	0.28
2013-14 to 2014-15	803.57	5094.60	2941.05	4291.03	40.67
<b>Total</b>	<b>8031.58</b>	<b>51306.42</b>	<b>3027.81</b>	<b>43274.84</b>	<b>6.54</b>

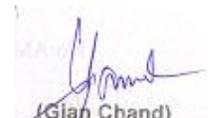
2. **Realization of Outstanding Dues accumulated up to 31.03.2015:** In the whole month of April, 2015, the reduction in outstanding dues of GSM Services accumulated up to 30.04.15 for all the circles put together is Just Rs.30.28 Crores which includes written-off of Rs 0.45 Crores. The circle-wise performance for the month of April, 2015 in reduction of outstanding dues is indicated below:



Amount Slab	Name of the Zones and Circles (In lakhs of Rupees)			
	East	West	North	South
Above Rs.1 Crore	Assam, Orissa.	MP, Maharashtra, Chhattisgarh.	J &K, U.P.(W), Rajasthan	Andhra Pradesh
Above Rs.25 Lakh to Rs.1 Crore	NE-I & II, Bihar, W.B, Jharkhand, Kolkatta.	Gujarat	Uttaranchal , Haryana, H.P.	Karnataka, Kerala.
Less than Rs.25 Lakh	All Circles except above	All Circles except above	All Circles except above	All Circles except above

It is observed that the monthly performance in reduction of outstanding dues of all the circles is very poor. This needs to be analyzed critically and necessary action be taken to realize the outstanding dues for increasing the cash inflow.

A critical review and analysis may be made to find out the reasons for shortfall and necessary action be taken to achieve the targets prescribed by BSNL C.O.



(Gian Chand)  
DGM (RM)-CM

Copy for kind information to:

1. Director(CM), BSNL
2. Director(Finance), BSNL
3. ED(Finance), BSNL