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

राकेश कुमार अग्रवाल

निदेशक (कन्स्यूमर मोबिलिटी)
बी.एस.एन.एल. बोर्ड

R. K. Agarwal

Director (Consumer Mobility)
B S N L Board

No. 3-2/2012/P&P-CM

Dated: 31-10-2012.

Dear Shri

Please refer letter from Product & Pricing-CM cell, BSNL CO vide No. 3-2/2012-P&P-CM, dated 24th September, 2012 regarding poor sales of 3G Data Cards.

In the course of last few months, lot of attractive tariff schemes have been offered for 3G Data cards and Data vouchers. With these schemes, it was expected that, there shall be a substantial growth of 3G Data revenue. But the sales and revenue report for last six months i.e. from April 2012 to September 2012, shows a poor 3G data growth in your circle (Annexure attached).

It is, therefore, once again emphasized to take necessary corrective as well as innovative steps for increasing the sales of 3G Data plans. Action plan for the same may be sent to PP cell in Corporate Office.

With best wishes

Yours sincerely,

(R.K. Agarwal)

Chief General Manager.
All Telecom Circles & Districts
(except Karnataka Circle).

Annexure

(3G Data voucher sales and revenue from April'2012 to September'2012)

	Month	April'12	May'12	June'12	July'12	Aug'12	Sept'12
A&N	Sales of 3G Data voucher (in numbers)	1,318	948	947	1,099	1,054	891
	Revenue from 3G Data vouchers (in Rs.)	<i>1,90,452</i>	<i>1,11,330</i>	<i>1,14,910</i>	<i>1,43,240</i>	<i>1,31,417</i>	<i>1,22,220</i>
ASM	Sales of 3G Data voucher (in numbers)	4,861	4,323	3,009	3,478	3,832	4,110
	Revenue from 3G Data vouchers (in Rs.)	<i>4,62,213</i>	<i>3,78,627</i>	<i>4,33,865</i>	<i>4,29,589</i>	<i>4,91,790</i>	<i>5,21,159</i>
BI	Sales of 3G Data voucher (in numbers)	5,183	4,553	10,656	10,661	10,864	11,844
	Revenue from 3G Data vouchers (in Rs.)	<i>8,29,499</i>	<i>5,07,850</i>	<i>7,73,838</i>	<i>9,90,196</i>	<i>10,42,652</i>	<i>11,02,445</i>
JKD	Sales of 3G Data voucher (in numbers)	6,521	5,401	3,573	4,291	4,668	5,287
	Revenue from 3G Data vouchers (in Rs.)	<i>16,67,889</i>	<i>13,00,910</i>	<i>5,58,843</i>	<i>6,84,303</i>	<i>7,34,663</i>	<i>7,82,235</i>
KOL	Sales of 3G Data voucher (in numbers)	2,553	2,089	2,054	2,281	2,171	2,266
	Revenue from 3G Data vouchers (in Rs.)	<i>5,06,150</i>	<i>2,68,670</i>	<i>3,27,957</i>	<i>3,10,656</i>	<i>3,19,565</i>	<i>3,01,635</i>
OR	Sales of 3G Data voucher (in numbers)	10,928	9,224	10,146	14,034	23,819	23,759
	Revenue from 3G Data vouchers (in Rs.)	<i>22,16,251</i>	<i>14,39,890</i>	<i>14,16,763</i>	<i>15,13,447</i>	<i>24,52,386</i>	<i>23,33,685</i>
NE-I	Sales of 3G Data voucher (in numbers)	1,675	1,795	1,402	1,501	1,449	1,515
	Revenue from 3G Data vouchers (in Rs.)	<i>1,42,842</i>	<i>1,37,510</i>	<i>1,52,949</i>	<i>1,67,436</i>	<i>1,62,606</i>	<i>1,79,570</i>
NE-II	Sales of 3G Data voucher (in numbers)	2,792	2,627	1,991	2,138	1,992	2,032
	Revenue from 3G Data vouchers (in Rs.)	<i>3,28,117</i>	<i>3,12,400</i>	<i>2,53,715</i>	<i>2,91,699</i>	<i>2,94,438</i>	<i>2,89,687</i>
WB	Sales of 3G Data voucher (in numbers)	7,448	6,190	5,590	6,400	6,218	7,311
	Revenue from 3G Data vouchers (in Rs.)	<i>11,77,091</i>	<i>6,65,680</i>	<i>8,85,090</i>	<i>9,50,076</i>	<i>9,48,517</i>	<i>10,07,643</i>
CTD	Sales of 3G Data voucher (in numbers)	10,120	10,925	8,703	10,989	11,430	11,341
	Revenue from 3G Data vouchers (in Rs.)	<i>32,10,199</i>	<i>34,74,231</i>	<i>27,46,774</i>	<i>31,64,013</i>	<i>31,83,092</i>	<i>30,09,933</i>
TN	Sales of 3G Data voucher (in numbers)	23,595	26,198	22,629	28,120	30,192	30,007
	Revenue from 3G Data vouchers (in Rs.)	<i>68,06,047</i>	<i>75,78,375</i>	<i>64,07,315</i>	<i>73,92,924</i>	<i>76,62,187</i>	<i>73,32,090</i>
KL	Sales of 3G Data voucher (in numbers)	20,966	22,980	24,889	26,831	30,441	25,655
	Revenue from 3G Data vouchers (in Rs.)	<i>51,99,304</i>	<i>56,88,396</i>	<i>59,15,192</i>	<i>62,01,366</i>	<i>67,01,409</i>	<i>61,12,959</i>
AP	Sales of 3G Data voucher (in numbers)	23,349	24,240	19,990	26,270	30,994	28,359
	Revenue from 3G Data vouchers (in Rs.)	<i>44,98,222</i>	<i>47,60,407</i>	<i>30,81,006</i>	<i>47,32,415</i>	<i>54,70,230</i>	<i>46,43,797</i>

MH	Sales of 3G Data voucher (in numbers)	23,822	26,514	25,927	30,413	30,682	31,001
	Revenue from 3G Data vouchers (in Rs.)	63,17,223	69,22,452	64,28,900	71,83,152	71,16,775	69,99,417
MP	Sales of 3G Data voucher (in numbers)	6,264	7,026	14,717	7,361	7,849	7,590
	Revenue from 3G Data vouchers (in Rs.)	13,41,513	15,15,774	32,72,452	13,89,667	14,92,552	13,94,282
GUJ	Sales of 3G Data voucher (in numbers)	11,337	12,660	6,306	16,247	16,837	16,329
	Revenue from 3G Data vouchers (in Rs.)	30,74,527	34,13,602	13,33,602	34,80,647	37,14,477	35,25,286
CH	Sales of 3G Data voucher (in numbers)	5,241	5,892	5,346	5,850	5,988	5,769
	Revenue from 3G Data vouchers (in Rs.)	16,17,031	17,34,943	15,30,751	15,63,119	15,11,951	13,53,407
HR	Sales of 3G Data voucher (in numbers)	2,958	3,099	5,039	4,821	4,666	5,089
	Revenue from 3G Data vouchers (in Rs.)	3,97,495	5,50,225	5,71,216	5,52,612	5,44,077	5,87,689
HP	Sales of 3G Data voucher (in numbers)	2,103	2,149	3,306	3,424	3,361	3,536
	Revenue from 3G Data vouchers (in Rs.)	2,12,370	3,07,943	3,22,616	3,43,123	3,60,154	3,83,511
J&K	Sales of 3G Data voucher (in numbers)	424	439	162	165	180	198
	Revenue from 3G Data vouchers (in Rs.)	9,775	33,615	14,879	18,405	25,105	21,662
UPE	Sales of 3G Data voucher (in numbers)	46,283	39,702	40,010	33,074	28,695	26,372
	Revenue from 3G Data vouchers (in Rs.)	16,17,320	20,78,519	19,05,150	17,16,729	15,77,318	17,72,248
UPW	Sales of 3G Data voucher (in numbers)	4,891	5,324	5,201	6,449	6,247	6,940
	Revenue from 3G Data vouchers (in Rs.)	4,69,880	7,39,408	6,37,933	6,79,342	6,93,738	7,85,594
PUN	Sales of 3G Data voucher (in numbers)	4,609	5,184	5,551	5,286	5,281	6,018
	Revenue from 3G Data vouchers (in Rs.)	4,78,481	7,42,467	8,72,267	7,48,704	8,29,068	9,48,912
RAJ	Sales of 3G Data voucher (in numbers)	3,837	5,424	11,035	10,075	8,620	8,185
	Revenue from 3G Data vouchers (in Rs.)	3,79,285	7,28,805	9,07,942	9,47,318	8,98,714	10,06,383
UKD	Sales of 3G Data voucher (in numbers)	1,502	1,848	1,691	2,538	2,371	2,487
	Revenue from 3G Data vouchers (in Rs.)	2,16,575	3,63,962	2,73,821	3,51,435	3,54,893	3,94,589