भारत संचार भवन, हरीश चन्द्र माथूर लेन,

जनपथ, नई दिल्ली-110001

दूरभाष कार्यालय : 91-11-23734073 फैक्स : 91-11-23734075

e-mail: dirplg@bsnl.co.in

Bharat Sanchar Bhawan, H.C. Mathur Lane,

Janpath, New Delhi-110001

Ph.: Off.: 91-11-23734073 Fax: 91-11-23734075

E-mail: dirplg@bsnl.co.in



भारत संचार निगम लिमिटेड

(भारत सरकार का उद्यम)

BHARAT SANCHAR NIGAM LIMITED

(A Government of India Enterprise)

राकेश कुमार अग्रवाल

निदेशक (कन्ज्यूमर 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.

Chief General Manager.

All Telecom Circles & Districts (except Kannataka Civcle).

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
	Sales of 3G Data voucher		,				
A&N	(in numbers)	1,318	948	947	1,099	1,054	891
	Revenue from 3G Data						
	vouchers (in Rs.)	1,90,452	1,11,330	1,14,910	1,43,240	1,31,417	1,22,220
ASM	Sales of 3G Data voucher				2.470	2 000	4.440
	(in numbers)	4,861	4,323	3,009	3,478	3,832	4,110
	Revenue from 3G Data	4 62 212	2 70 627	1 22 OCE	4,29,589	4,91,790	5,21,159
	vouchers (in Rs.) Sales of 3G Data voucher	4,62,213	3,78,627	4,33,865	4,23,303	4,91,790	3,21,133
ВІ	(in numbers)	5,183	4,553	10,656	10,661	10,864	11,844
	Revenue from 3G Data	0,200	.,,,,,,	,		·	
	vouchers (in Rs.)	8,29,499	5,07,850	7,73,838	9,90,196	10,42,652	11,02,445
	Sales of 3G Data voucher						
JKD	(in numbers)	6,521	5,401	3,573	4,291	4,668	5,287
	Revenue from 3G Data				5.04.000	7.24.662	7.02.225
	vouchers (in Rs.)	16,67,889	13,00,910	<i>5,58,843</i>	6,84,303	7,34,663	7,82,235
KOL	Sales of 3G Data voucher	2,553	2,089	2,054	2,281	2,171	2,266
	(in numbers) Revenue from 3G Data	2,333	2,069	2,034	2,201	2,171	2,200
	vouchers (in Rs.)	5,06,150	2,68,670	3,27,957	3,10,656	3,19,565	3,01,635
	Sales of 3G Data voucher	0,00,200					-
OR	(in numbers)	10,928	9,224	10,146	14,034	23,819	23,759
	Revenue from 3G Data						
	vouchers (in Rs.)	22,16,251	14,39,890	14,16,763	15,13,447	24,52,386	23,33,685
NE-I	Sales of 3G Data voucher		4 =0=	4 400	4 504	1 440	1 515
	(in numbers)	1,675	1,795	1,402	1,501	1,449	1,515
	Revenue from 3G Data	1 12 012	1,37,510	1,52,949	1,67,436	1,62,606	1,79,570
	vouchers (in Rs.) Sales of 3G Data voucher	1,42,842	1,37,310	1,32,343	1,07,430	1,02,000	1,73,370
	(in numbers)	2,792	2,627	1,991	2,138	1,992	2,032
NE-II	Revenue from 3G Data				,		
	vouchers (in Rs.)	3,28,117	3,12,400	2,53,715	2,91,699	2,94,438	2,89,687
WB	Sales of 3G Data voucher						
	(in numbers)	7,448	6,190	5,590	6,400	6,218	7,311
	Revenue from 3G Data			0.05.000	0.50.076	0.40.517	10.07.642
	vouchers (in Rs.)	11,77,091	6,65,680	8,85,090	9,50,076	9,48,517	10,07,643
	Sales of 3G Data voucher						
CTD	(in numbers)	10,120	10,925	8,703	10,989	11,430	11,341
	Revenue from 3G Data			27.46.774	24 64 042	24 02 002	20.00.022
	vouchers (in Rs.)	32,10,199	34,74,231	27,46,774	31,64,013	31,83,092	30,09,933
TN	Sales of 3G Data voucher	23,595	26,198	22,629	28,120	30,192	30,007
	(in numbers)	23,333	20,196	22,023	20,120	30,132	30,007
	Revenue from 3G Data vouchers (in Rs.)	68,06,047	75,78,375	64,07,315	73,92,924	76,62,187	73,32,090
KL	Sales of 3G Data voucher	00,00,017		- 1,51,523	,,	, ,	
	(in numbers)	20,966	22,980	24,889	26,831	30,441	25,655
	Revenue from 3G Data						
	vouchers (in Rs.)	51,99,304	56,88,396	59,15,192	62,01,366	67,01,409	61,12,959
АР	Sales of 3G Data voucher			40.555	00.000	20.00	20.250
	(in numbers)	23,349	24,240	19,990	26,270	30,994	28,359
	Revenue from 3G Data	44.00.333	47.00.407	20.01.000	17 22 115	54 70 220	16 12 707
	vouchers (in Rs.)	44,98,222	47,60,407	30,81,006	47,32,415	54,70,230	46,43,797

	Sales of 3G Data voucher	22 022	26,514	25,927	30,413	30,682	31,001
MH	(in numbers)	23,822	20,314	23,327	30,413		
	Revenue from 3G Data	62 17 222	69,22,452	64,28,900	71,83,152	71,16,775	69,99,417
	vouchers (in Rs.)	63,17,223	09,22,432	04,20,300	, 1,00,100		`
MP	Sales of 3G Data voucher	6,264	7,026	14,717	7,361	7,849	7,590
	(in numbers) Revenue from 3G Data	0,204	7,020				
	vouchers (in Rs.)	13,41,513	15,15,774	32,72,452	13,89,667	14,92,552	13,94,282
	Sales of 3G Data voucher	13, 11,313	20,20,				
GUJ	(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
	Sales of 3G Data voucher				·		
СН	(in numbers)	5,241	5,892	5,346	5,850	5,988	5,769
	Revenue from 3G Data					45 44 054	12 52 407
	vouchers (in Rs.)	16,17,031	17,34,943	15,30,751	15,63,119	15,11,951	13,53,407
	Sales of 3G Data voucher						· · · · · · · · · · · · · · · · · · ·
HR	(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
НР	Sales of 3G Data voucher					2 261	2 526
	(in numbers)	2,103	2,149	3,306	3,424	3,361	3,536
	Revenue from 3G Data			0.00.646	2 42 422	2 60 154	3,83,511
	vouchers (in Rs.)	2,12,370	3,07,943	3,22,616	3,43,123	3,60,154	3,83,311
J&K	Sales of 3G Data voucher		420	162	165	180	198
	(in numbers)	424	439	102	105	100	
	Revenue from 3G Data	0.775	33,615	14,879	18,405	25,105	21,662
	vouchers (in Rs.)	9,775	33,013	14,073	20,.00		
UPE	Sales of 3G Data voucher	46,283	39,702	40,010	33,074	28,695	26,372
	(in numbers)	40,283	33,702	10,025			
	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
	Sales of 3G Data voucher	10,17,320	20), 0,000				
UPW	(in numbers)	4,891	5,324	5,201	6,449	6,247	6,940
	Revenue from 3G Data		<u>-</u>				
	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					0.00.000	0.40.013
	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				40.075	0.630	0 105
	(in numbers)	3,837	5,424	11,035	10,075	8,620	8,185
	Revenue from 3G Data		7.00.005	0.07.043	0.47.210	8,98,714	10,06,383
	vouchers (in Rs.)	3,79,285	7,28,805	9,07,942	9,47,318	0,30,714	10,00,00
	Sales of 3G Data voucher		4.040	1 601	2,538	2,371	2,487
UKD	(in numbers)	1,502	1,848	1,691	2,556		-, 107
	Revenue from 3G Data	246575	2 (2 0(2	2,73,821	3,51,435	3,54,893	3,94,589
	vouchers (in Rs.)	2,16,575	3,63,962	2,73,021	3,31,733	1 3,3 1,033	