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भारत संचार निगम लिमिटेड
(भारत सरकार का उद्यम)
BHARAT SANCHAR NIGAM LTD.
(A Government of India Enterprises)

अनुपम श्रीवास्तव

अध्यक्ष एवं प्रबन्ध निदेशक

ANUPAM SHRIVASTAVA

Chairman & Managing Director

No. CMD/BSNL/ 2016(5457-4)

September 5th, 2016

Dear Colleagues,

At the very outset, I would like to wish you and your family a very Happy Ganesh Chaturthi.

This specific communication is in the light of telecom services launch of M/s. Reliance Jio which has become talk of the nation in many ways. It is learnt that the company has invested approximately 1.5 lakh crores of rupees in its telecom infrastructure, which is more than the total investment BSNL has made since its inception. In the given telecom scenario today, where competition is already cut-throat, advent of Reliance Jio is going to have varied impacts on all telecom players. We just cannot wish away or boo away any new entrant in telecom market but can give more emphasis on utilizing our employee strength to maintain the robust network in all circles.

We have been providing transparent services with attractive tariffs to our customers coupled with trust of being Gol PSU. There is need to constantly provide uninterrupted telecom services to our customers of landline, broadband, mobile or other services. I see no reason to panic but to concentrate more on providing best of the services to our customers with our wide and state of the art network presence. We are determined to give the industry competition tariff by tariff.

BSNL Board and top management has been taking into account this aspect for some time now and have already strategically moulded our future plans accordingly to not only compete with a strong new entrant but to put BSNL into advantageous position to derive hidden opportunities. As industry is mature enough to recognize the power of co-operative-competition, BSNL is going to follow Co-opetition strategy i.e. competitive as well as collaborative strategy. We are prepared and are determined to steer BSNL on its resilient journey for which, as always, your determined efforts with trust in our capabilities is of utmost importance.

With best wishes,

Yours sincerely,

(Anupam Shrivastava)

All BSNL Employees on BSNL Intranet.