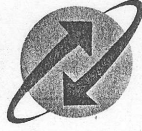


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भारत संचार निगम लिमिटेड  
(भारत सरकार का उद्यम)  
**BHARAT SANCHAR NIGAM LIMITED**  
(A Government of India Enterprise)

राजेश वधवा  
निदेशक (प्रचालन)  
**Rajesh Wadhwa**  
Director (Operations)

D.O. No. 24-12/2010-NWO (CFA)/IN

Dated 01.08.2011

Dear Shri..... ALL CgMTs

During the review of Revenue achievement performance from prepaid wire line cards i.e. ITC, it has been found that revenue from ITC card is decreasing exponentially. From Rs 28/- Crore per month in year 2008-09, Rs 13 Crore per month in 2009-10 and Rs 5/- Crore per month in year 2010-11, the revenue in month of April'2011 has come down to Rs 2/- Crore per month against the monthly average target of Rs 14.13 Crore. It is erroneous to attribute this fall to substitution of ITC card by Prepaid Mobile as in many developed country having more teledensity than India, the prepaid calling cards are sold like hot cakes.

During last one year may steps like introduction of per second billing, enhancement of Franchisee commission, introduction of new Smart ITC card etc has been taken. Recently PIN less dialing in ITC card has been introduced and revision of ISD tariff in select ITC cards has been done.

Despite above efforts, the revenue from ITC card has not increased. It appears that sufficient efforts are not being done to popularize the new features/advantages. In view of this I have decided that all circles shall ensure following to increase the revenue:

1. Two Bulk SMS must be sent to all BSNL mobile users each day for a period of 15 days. Content of the SMS should be "Happy news for ITC card users. PIN less dialing facility introduced. Dial 1288-ABC and follow the announcement to register your phone against your ITC card. Register upto 5 phones. Contact nearest customer care for more info." and "Happy news.ISD tariff slashed in select ITC cards. Call US, UK (F), Canada, Australia (F), Singapore, HongKong, Thailand, Malaysia, Bangladesh and China in 3p per second. No fixed charges."
2. A leaflet dialing containing information regarding availability of per second billing, PIN less and reduced ISD tariff in ITC card is to be sent with each landline bill.
3. ITC kiosks are to be established in SSAs especially in those SSAs where earlier there was good sale of ITC cards to sell and disseminate information regarding ITC cards.
4. FM jingles in local languages are to be played from all popular FM stations.
5. Leaflets must be kept in all customer care centers and customer care executive must be educated regarding the service.

I hope by taking above simple steps revenue target for this year can be achieved easily. Any suggestions or comment may be sent to NWO-CFA cell. I expect the compliance of above by 05.08.2011.

With regards,

Yours Sincerely,

(Rajesh Wadhwa)

Shri .....  
Chief General Manager,  
Telecom Circle,