

महाराष्ट्र दूरसंचार परिमंडल,
छठवी मंजिल ए विंग, प्रशासनिक भवन,
जुहू रोड, सांताक्रुज (प), मुंबई - 400 054.

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भारत संचार निगम लिमिटेड

(भारत सरकार का उपक्रम)

BHARAT SANCHAR NIGAM LIMITED

(A Govt. of India Enterprise)

No. F/TR/TR Performance/2020-21/01

Date : 5th October 2020

Dear Shri

BSNL Corporate office has strongly conveyed its displeasure over the poor collection efficiency, below par daily dialing and month-on-month decline in revenue of MH Circle. Unfortunately, all these factors have resulted in non-achievement of the cash realization target set by our Corporate Office.

As you are aware a poor collection efficiency results in low cash collection and increases the chances of losing customers forever. The loss in customers can be seen so obviously in the decreasing trend of billed connections. You can appreciate that thus poor collection efficiency results in perpetual revenue loss to BSNL. It also indicates a highly casual approach for cash collection and revenue maximization in your BA.

The delay in pursuing the outstanding has resulted in the outstanding becoming irrecoverable due to reasons such as customers no longer available in premises, or customer reluctance to pay on account of the time lag. This leads to write-off of the outstanding and loss on account of GST already paid by BSNL.

In the video conference held recently the link for "TRA DASHBOARD" has been shared. You may make use of this dashboard to analyze and monitor the performance of your unit and take proactive steps to improve the revenue, daily dialing targets, and collection efficiency targets.

You are advised to avoid the adverse impact on cash flow and revenue by increasing dialing and field visit. This will prevent the services from becoming OGB/ICB. In addition to IVRS dialing being done, dialing by staff will help in knowing the customer's requirements, customer's readiness to pay, customer's refusal to pay due to deficient service/billing issue or other issues etc.

I am confident that you will take all efforts to improve your cash collection and restoration of PD cases in your BA.

With best wishes,

Yours sincerely


(M.K. Mishra)

Encl: Collection Efficiency and Revenue.

To

Shri

GM/TDM,

Ahmednagar/Amravati/Aurangabad/Chandrapur/Jalgaon/Kalyan

Kolhapur/Nagpur/Nanded/Nashik/Goa/Pune/Satara/Solapur

पंजीकृत कार्यालय : भारत संचार भवन, हरिशचंद्र माथुर लेन, जनपद नई दिल्ली - 110 011 CIN No.: U74899DL2000GOI107739

Regd. Office : Bharat Sanchar Bhavan, Harish Chandra Mathur Lane, Janpath New Delhi - 110 001 • Website : www.bsnl.co.in

BA – AHMEDNAGAR

Collection Efficiency	LL	BB	FTTH	GSM POSTPAID
6 TH Month	91	93	93	97

Revenue In Crore.

Month	LL	BB	FTTH	GSM Prepaid	GSM Postpaid
Upto Aug-2019	2.92	5.15	0.93	3.85	0.68
Upto Aug-2020	2.24	4.38	1.29	2.73	0.58
% Change over 5 months period	-23%	-15%	+38%	-29%	-14%

SSA – BEED

Collection Efficiency	LL	BB	FTTH	GSM POSTPAID
6 TH Month	86	92	76	97

Revenue In Crore.

Month	LL	BB	FTTH	GSM Prepaid	GSM Postpaid
Upto Aug-19	0.48	1.27	0.48	1.26	0.21
Upto Aug-20	0.34	0.95	0.52	0.95	0.16
% Change over 5 months period	-29%	-25%	+8%	-24%	-23%

BA – AMRAVATI

Collection Efficiency	LL	BB	FTTH	GSM POSTPAID
6 TH Month	92	92	92	99

Revenue In Crore.

Month	LL	BB	FTTH	GSM Prepaid	GSM Postpaid
Upto Aug-2019	1.89	2.66	0.49	1.51	0.32
Upto Aug-2020	1.41	2.18	0.75	1.03	0.25
% Change over 5 months period	-25%	-18%	+53%	-31%	-21%

SSA – AKOLA

Collection Efficiency	LL	BB	FTTH	GSM POSTPAID
6 TH Month	88	88	90	97

Revenue In Crore.

Month	LL	BB	FTTH	GSM Prepaid	GSM Postpaid
Upto Aug-19	1.16	1.94	0.26	0.79	0.30
Upto Aug-20	0.78	1.47	0.35	0.57	0.22
% Change over 5 months period	-32%	-24%	+34%	-27%	-26%

SSA – YEOTMAL

Collection Efficiency	LL	BB	FTTH	GSM POSTPAID
6 TH Month	82	90	90	98

Revenue In Crore.

Month	LL	BB	FTTH	GSM Prepaid	GSM Postpaid
Upto Aug-19	0.56	1.27	0.04	0.50	0.20
Upto Aug-20	0.34	0.95	0.16	0.43	0.15
% Change over 5 months period	-39%	-25%	+300%	-14%	-25%

BA – AURANGABAD

Collection Efficiency	LL	BB	FTTH	GSM POSTPAID
6 TH Month	93	92	90	99

Revenue In Crore.

Month	LL	BB	FTTH	GSM Prepaid	GSM Postpaid
Upto Aug-2019	3.15	3.60	1.13	2.84	0.75
Upto Aug-2020	2.51	2.84	1.22	1.45	0.62
% Change over 5 months period	-20%	-21%	+7%	-49%	-17%

SSA – BULDANA

Collection Efficiency	LL	BB	FTTH	GSM POSTPAID
6 TH Month	82	91	91	96

Revenue In Crore.

Month	LL	BB	FTTH	GSM Prepaid	GSM Postpaid
Upto Aug-19	0.70	1.13	0.10	0.25	0.20
Upto Aug-20	0.37	0.79	0.34	0.19	0.15
% Change over 5 months period	-47%	-30%	+240%	-24%	-25%

SSA – JALNA

Collection Efficiency	LL	BB	FTTH	GSM POSTPAID
6 TH Month	89	89	76	97

Revenue In Crore.

Month	LL	BB	FTTH	GSM Prepaid	GSM Postpaid
Upto Aug-19	0.55	1.09	0.23	0.61	0.14
Upto Aug-20	0.38	0.79	0.14	0.41	0.11
% Change over 5 months period	-30%	-27%	-39%	-33%	-21%

BA – JALGAON

Collection Efficiency	LL	BB	FTTH	GSM POSTPAID
6 TH Month	91	94	94	98

Revenue In Crore.

Month	LL	BB	FTTH	GSM Prepaid	GSM Postpaid
Upto Aug-2019	3.61	3.74	1.04	1.50	0.89
Upto Aug-2020	2.66	2.88	1.08	1.08	0.66
% Change over 5 months period	-26%	-23%	+4%	-28%	-26%

SSA – DHULE

Collection Efficiency	LL	BB	FTTH	GSM POSTPAID
6 TH Month	89	91	93	96

Revenue In Crore.

Month	LL	BB	FTTH	GSM Prepaid	GSM Postpaid
Upto Aug-19	1.32	2.18	1.30	3.67	0.35
Upto Aug-20	0.89	1.56	1.17	2.56	0.25
% Change over 5 months period	-32%	-28%	-10%	-30%	-28%

