

**Sushil Kumar Mishra**  
**Director (Consumer Mobility)**



**भारत संचार निगम लिमिटेड**  
(भारत सरकार का उपक्रम)  
**BHARAT SANCHAR NIGAM LIMITED**  
(A Govt. of India Enterprise)

**D.O. No. 7-1/2018-19/S&M-CM/51**

**Dated: 03.04.2020**

**Dear Shri / Smt.**

Please refer to earlier D.O. letter, issued on **dated 04.03.2020**, wherein targets of SIM sale in March'2020 were communicated. The SIM sale report for March'2020 (Annexure-1) shows that despite all odds due to lockdown, efforts have been put in by some circles in the month of March'20 of FY2019-20 which resulted in sale of 1.264 million connections. However, it is once again emphasized that once the lockdown period ends, SIM sale must be taken on priority in order to ensure market share gains.

On analyzing the circle wise SIM Sale performance, it is found that Kolkata TD (137%) and Chennai TD (133%) were able to achieve the given target. I would like to congratulate concerned CGMs and their S&M-CM teams for their performance.

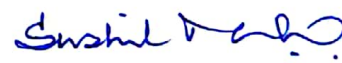
West Bengal (92%), Assam (91%), UPW (87%) and Haryana (84%) Circles have managed to achieve greater than 80% of their respective targets for the month of March'2020 and remaining Circles have achieved less than 80% of their respective targets. Circles achieving less than 80% of the target are once again appealed to put in extra efforts to achieve targets in the month of April'2020 (Annexure-2). During the FY2020-21, let us all focus of VLR addition, accordingly VLR increase targets have also been assigned from this month.

Circles are requested to follow various directions issued from this office through letters and on WhatsApp for increasing SIM sales and must energize our sales staff and channel partners to focus on SIM sales, all BA/SSA heads must be instructed to hold weekly meetings with the sales staff, franchisees and Feet on Street (FoS) for this purpose.

Abide social distancing, stay safe and stay healthy.

With best wishes,

Yours sincerely

  
(Sushil Kumar Mishra)

Shri / Smt. ....  
Chief General Manager,  
.....Telecom Circle/District

## Annexure-1

## SIM SALES ACHIEVEMENT FOR THE MONTH OF MARCH-2020

Name of Circle	Target for the Month	Gross Prepaid for the Month	Gross Postpaid for the Month	Gross Achievement (Prepaid +Postpaid) for the Month	% Target Achieved
Kolkata	50,000	68,314	90	68,404	137%
Chennai	30,000	11,072	28,873	39,945	133%
West Bengal	45,000	41,314	103	41,417	92%
Assam	35,000	31,249	614	31,863	91%
UP(W)	1,00,000	86,889	337	87,226	87%
Haryana	80,000	61,720	5,470	67,190	84%
Maharashtra	1,10,000	78,966	4,564	83,530	76%
Rajasthan	1,30,000	93,993	1,056	95,049	73%
Bihar	1,00,000	70,447	1,261	71,708	72%
UP(E)	1,60,000	1,11,108	423	1,11,531	70%
Chhattisgarh	30,000	20,693	97	20,790	69%
Punjab	97,000	57,864	475	58,339	60%
Andhra Pradesh	1,00,000	56,305	2,690	58,995	59%
Gujarat	1,10,000	59,426	319	59,745	54%
Orissa	1,25,000	67,100	133	67,233	54%
Tamil Nadu	1,50,000	69,788	8,792	78,580	52%
Jharkhand	36,000	17,774	477	18,251	51%
Uttaranchal	27,000	13,176	145	13,321	49%
Telangana	70,000	31,694	278	31,972	46%
Madhya Pradesh	90,000	38,516	173	38,689	43%
North East I	14,000	5,601	71	5,672	41%
Jammu & Kashmir	20,000	6,904	1,082	7,986	40%
Himachal Pradesh	30,000	11,678	293	11,971	40%
North East II	14,000	5,510	63	5,573	40%
Andaman & Nicobar	6,000	2,329	3	2,332	39%
Karnataka	1,00,000	36,622	1,143	37,765	38%
Kerala	1,50,000	45,601	3,561	49,162	33%
<b>Total</b>	<b>20,09,000</b>	<b>12,01,653</b>	<b>62,586</b>	<b>12,64,239</b>	<b>63%</b>



## Annexure-2

## SIM SALES TARGET FOR THE MONTH OF APRIL-2020

Zone	Name of Circle	Target up to MARCH-20	Achievement up to MARCH-20	% Achievement up to MARCH-20	Annual Target for FY 2020-21	Target for SIM sale APRIL-20	Target for VLR Addition in Apr-2020
EAST	A&N	72,000	45,696	63.47%	66,000	3,300	1,650
	Assam	4,55,000	3,23,524	71.10%	6,00,000	30,000	15,000
	Bihar	12,30,000	10,47,520	85.16%	12,00,000	60,000	30,000
	Jharkhand	4,87,000	3,01,986	62.01%	7,20,000	36,000	18,000
	Kolkata	6,00,000	6,38,881	106.48%	9,60,000	48,000	24,000
	North East I	1,92,000	1,18,487	61.71%	3,00,000	15,000	7,500
	North East	1,72,000	95,021	55.24%	3,00,000	15,000	7,500
	Orissa	15,45,000	10,64,884	68.92%	13,20,000	66,000	33,000
	West	5,40,000	5,65,508	104.72%	9,60,000	48,000	24,000
	<b>Total</b>	<b>52,93,000</b>	<b>42,01,507</b>	<b>79.38%</b>	<b>64,26,000</b>	<b>3,21,300</b>	<b>160,650</b>
NORTH	Punjab	11,76,000	8,75,438	74.44%	12,00,000	60,000	30,000
	Haryana	10,64,000	10,47,424	98.44%	12,00,000	60,000	30,000
	HP	3,80,000	2,38,548	62.78%	4,80,000	24,000	12,000
	RAJ	15,80,000	13,76,361	87.11%	16,80,000	84,000	42,000
	J&K	2,40,000	2,86,427	119.34%	4,20,000	21,000	10,500
	UPW	13,70,000	10,57,706	77.20%	14,40,000	72,000	36,000
	UPE	21,25,000	16,30,754	76.74%	19,20,000	96,000	48,000
	UTL	3,33,000	2,18,169	65.52%	4,20,000	21,000	10,500
	<b>Total</b>	<b>82,68,000</b>	<b>67,30,827</b>	<b>81.41%</b>	<b>87,60,000</b>	<b>4,38,000</b>	<b>219,000</b>
SOUTH	Andhra	21,05,000	14,95,056	71.02%	14,12,000	70,500	35,250
	Telangana				9,88,000	49,500	24,750
	Chennai	3,28,000	4,58,908	139.91%	6,00,000	30,000	15,000
	Karnataka	13,25,000	7,59,520	57.32%	12,00,000	60,000	30,000
	Kerala	18,00,000	11,57,965	64.33%	18,00,000	90,000	45,000
	Tamil Nadu	18,25,000	12,24,759	67.11%	18,00,000	90,000	45,000
	<b>Total</b>	<b>73,83,000</b>	<b>50,96,208</b>	<b>69.03%</b>	<b>78,00,000</b>	<b>3,90,000</b>	<b>1,95,000</b>
WEST	Gujarat	13,20,000	11,16,275	84.57%	15,00,000	75,000	37,500
	Maharashtra	13,20,000	12,89,627	97.70%	18,00,000	90,000	45,000
	Madhya	11,10,000	6,49,614	58.52%	14,40,000	72,000	36,000
	Chhattisgarh	3,75,000	3,44,043	91.74%	6,00,000	30,000	15,000
	<b>Total</b>	<b>41,25,000</b>	<b>33,99,559</b>	<b>82.41%</b>	<b>53,40,000</b>	<b>2,67,000</b>	<b>133,500</b>
<b>Grand Total</b>		<b>2,50,69,000</b>	<b>1,94,28,101</b>	<b>77.50%</b>	<b>2,83,26,000</b>	<b>14,16,300</b>	<b>708,150</b>