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

शीतला प्रसाद  
निदेशक (सी.एम.)  
**SHEETLA PRASAD**  
Director (CM)

D.O. No. 7-1/2018-19/S&M-CM/26

Dated: 02.07.2019

Dear Shri / Smt.

Please refer my D.O. Letter no. 7-1/2018-19/S&M-CM/26 dated 06.06.2019, wherein targets for SIM sale in June'2019 were communicated. The SIM sale report for June'2019 (Annexure-1) shows that efforts have been put in by some circles in the month of June'19 of FY-2019-2020 which resulted in sale of 1.52 million connections. However, it is once again emphasized that achievement of SIM sale targets must be taken on priority in order to ensure market share gains.

On analyzing the circle wise SIM Sale performance, it is found that Chennai TD (249%) and J&K Circle (114%) were able to achieve the given target. I would like to congratulate the concerned CGMs and their S&M-CM teams for their performance.

West Bengal (94%) and Uttar Pradesh (East) (90%) Circles have managed to achieve greater than 90% of their respective targets for the month of June'2019 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, review the reasons for shortfall and make out efforts to achieve targets in the month of July'2019 (Annexure-2).

Circles are requested to follow various directions issued from this office through letters and on whatsapp for increasing SIM sales and must energize our 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).

With best wishes,

Yours sincerely

  
(Sheetla Prasad)

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

## SIM ACTIVATION ACHIEVEMENT FOR JUNE-2019

Name of Circle	Target for the Month	Achievement for Month (Prepaid )	Achievement for Month (Postpaid)	Achievement for Month (Prepaid + Postpaid)	% Achievement
Chennai	22,000	10,820	43,916	54,736	249%
Jammu & Kashmir	20,000	21,625	1,216	22,841	114%
West Bengal	45,000	41,840	467	42,307	94%
U.P. (East)	2,00,000	1,79,496	1,121	1,80,617	90%
Haryana	95,000	71,190	3,905	75,095	79%
Gujarat	1,10,000	85,143	1,010	86,153	78%
Rajasthan	1,35,000	1,03,172	1,552	1,04,724	78%
Kerala	1,50,000	1,05,374	3,032	1,08,406	72%
Kolkata	50,000	34,981	638	35,619	71%
Maharashtra	1,10,000	72,923	3,629	76,552	70%
Assam	40,000	26,503	1,323	27,826	70%
Chhattisgarh	35,000	23,850	313	24,163	69%
Andaman & Nicobar	6,000	4,072	28	4,100	68%
Himachal Pradesh	30,000	19,381	668	20,049	67%
Punjab	1,00,000	62,333	3,349	65,682	66%
North East I	20,000	11,996	1,089	13,085	65%
AP + TS	1,75,000	1,01,598	5,857	1,07,455	61%
North East II	15,000	8,744	317	9,061	60%
Bihar	1,10,000	62,170	2,875	65,045	59%
Orissa	1,40,000	80,384	596	80,980	58%
Jharkhand	45,000	24,948	243	25,191	56%
Karnataka	1,25,000	68,053	1,277	69,330	55%
Tamil Nadu	1,75,000	90,923	2,408	93,331	53%
U.P. (West)	1,30,000	66,129	1,031	67,160	52%
Uttaranchal	30,000	14,298	423	14,721	49%
Madhya Pradesh	1,00,000	46,135	955	47,090	47%
<b>Grand Total</b>	<b>22,13,000</b>	<b>14,38,081</b>	<b>83,238</b>	<b>15,21,319</b>	<b>69%</b>

## SIM ACTIVATION TARGETS FOR JULY-2019

Zone	Name of Circle	Target for FY2019-20 (upto Jun-2019)	Achievement for FY2019-20 (upto Jun-2019)	% Achievement for FY2019-20	Target for July-2019
EAST	Andaman & Nicobar	24,000	13,825	58%	6,000
	Assam	1,80,000	82,019	46%	35,000
	Bihar	4,40,000	2,56,217	58%	1,00,000
	Jharkhand	1,80,000	93,059	52%	40,000
	Kolkata	2,00,000	1,20,148	60%	50,000
	North East I	80,000	38,980	49%	20,000
	North East II	60,000	30,416	51%	15,000
	Orissa	5,60,000	2,97,371	53%	1,25,000
	West Bengal	1,80,000	1,60,597	89%	45,000
	<b>Total</b>	<b>19,04,000</b>	<b>10,92,632</b>	<b>57%</b>	<b>4,36,000</b>
NORTH	Punjab	4,00,000	2,31,733	58%	1,00,000
	Haryana	3,80,000	3,13,072	82%	95,000
	HP	1,40,000	62,145	44%	30,000
	RAJ	5,40,000	3,67,966	68%	1,35,000
	J&K	80,000	52,792	66%	20,000
	UPW	5,20,000	2,28,756	44%	1,20,000
	UPE	8,00,000	5,65,287	71%	2,00,000
	UTL	1,20,000	50,717	42%	27,000
	<b>Total</b>	<b>29,80,000</b>	<b>18,72,468</b>	<b>63%</b>	<b>7,27,000</b>
SOUTH	Andhra Pradesh	7,50,000	3,15,454	42%	95,000
	Telangana				75,000
	Chennai	88,000	1,32,973	151%	22,000
	Karnataka	5,00,000	2,27,335	45%	1,00,000
	Kerala	6,00,000	3,13,072	52%	1,50,000
	Tamil Nadu	7,00,000	3,15,524	45%	1,50,000
<b>Total</b>	<b>26,38,000</b>	<b>13,04,358</b>	<b>49%</b>	<b>5,92,000</b>	
WEST	Gujarat	4,40,000	3,26,991	74%	1,10,000
	Maharashtra	4,40,000	2,59,114	59%	1,10,000
	Madhya Pradesh	4,00,000	1,75,959	44%	90,000
	Chhattisgarh	1,40,000	80,241	57%	30,000
	<b>Total</b>	<b>14,20,000</b>	<b>8,42,305</b>	<b>59%</b>	<b>3,40,000</b>
<b>Grand Total</b>	<b>89,42,000</b>	<b>51,11,763</b>	<b>57%</b>	<b>20,95,000</b>	