

Sales & Marketing-Consumer Mobility
Bharat Sanchar Bhawan, New Delhi-1
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भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)
BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

Dated: 31.12.2020

To


The Chief General Managers,
All Telecom Circles/Districts
BSNL

Sub: - Posting of at least 25% of the required staff for mobile channel management teams.

It has been observed that GSM SIM sales/revenue is not increasing and is significantly below the assigned target of "minimum 1 sale SIM per BTS per day" in almost all the Circles. This may be attributed to some extent to the weakening of channel management team post VRS. It has also been observed that there is a lack of coordination of our mobile channel management team with channel partners because of very less staff posted in mobile channel management team. This has been viewed seriously by the management.

In this regard, circles are required to post at least 25% of the required staff for mobile channel management team as per attached sheet by 31.01.2021 and compliance may be reported with number of FM/RMC/RM as on 1st Feb 2021 to email id salescmhq@gmail.com.

Encl: As above


31.12.2020
Milind Bagaddeo
DGM (S&M-CM)-II

Sales & Distribution Sales Team

Circle	No. of BTS Sites	Franchisee Channel				RD channel			No. of DSAs	Existing BSNL S&M Team			BSNL S&M Team Required		
		No. of Franchisee Territories	No. of FoS	No. of SIM selling Retailers	No. of RC Retailers	No. of RDs	No. of SIM selling Retailers	No. of RC Retailers		No. of FM	No. of RMC	No. of RM	No. of FM	No. of RMC	No. of RM
AN	173	4	15	170	1,111	5	30	195	97	2	1	1	2	4	32
AS	1,642	46	147	1,456	6,844	273	370	2,222	285	7	7	32	23	46	224
BH	3,170	115	353	5,497	17,364	1,213	1,594	3,594	111	29	39	35	58	115	563
JH	2,151	39	88	2,282	7,403	171	644	4,667	72	8	21	33	20	39	301
KOL	1,592	22	64	1,619	3,685	501	224	227	698	7	0	21	11	22	129
NE-1	897	18	38	559	2,846	42	630	780	278	5	2	8	9	18	102
NE-2	717	26	0	601	2,031	6	6	6	101	3	0	23	13	26	55
OR	3,562	90	234	6,963	21,141	294	1,108	4,828	277	13	4	9	45	90	686
WB	2,649	58	269	4,933	14,622	44	353	1,203	1,254	16	2	6	29	58	447
EZ Total	16,553	418	1,208	24,080	77,047	2,549	4,959	17,722	3,173	90	76	168	209	418	2,540
CG	2,315	30	82	1,469	4,812	14	85	262	918	7	3	7	15	30	151
GJ	4,835	102	254	5,653	21,285	67	310	894	533	23	11	32	51	102	574
MP	5,267	130	232	3,108	11,727	71	258	666	479	41	13	65	65	130	325
MH	7,861	172	217	5,002	18,428	56	104	279	4,342	44	23	85	86	172	563
WZ Total	20,278	434	785	15,232	56,252	208	757	2,101	6,272	115	50	189	217	434	1,612
HR	2,237	57	154	3,738	12,640	21	140	390	424	22	10	49	29	57	347
HP	1,260	32	76	738	5,429	24	123	669	3,724	5	1	8	16	32	214
JK	1,270	22	49	1,359	9,277	3	28	49	366	10	10	44	11	22	222
PB	3,354	74	226	5,339	17,061	68	409	1,114	2,742	16	15	100	37	74	533
RJ	4,569	152	137	7,890	17,536	191	1,538	3,603	26	33	21	14	76	152	612
UPE	6,416	212	573	6,988	47,186	192	923	2,685	530	59	30	88	106	212	1,166
UPW	2,712	93	156	3,639	9,470	107	108	306	535	19	2	9	47	93	281
UTR	1,083	27	47	901	3,607	100	460	1,488	849	6	5	14	14	27	146
NZ Total	22,901	669	1,418	30,592	122,206	706	3,729	10,304	9,196	170	94	326	335	669	3,521
AP	4,163	105	380	3,735	20,843	54	27	88	1,153	30	9	31	53	105	517
CHE	1,884	23	88	597	3,860	0	0	0	444	0	0	3	12	23	98
KTK	5,789	210	393	3,521	19,444	70	76	340	2,736	52	0	114	105	210	522
KRL	5,758	88	350	4,900	29,470	12	4	339	5,164	42	0	79	44	88	798
TN	5,889	99	389	12,630	35,845	10	35	149	4,639	39	5	62	50	99	1,066
TLGN	3,536	74	266	1,705	8,388	3,610	65	875	3,629	16	3	124	37	74	293
SZ Total	27,019	599	1,866	27,088	117,850	3,756	207	1,791	17,765	179	17	413	300	599	3,294
PAN India	86,751	2,120	5,277	96,992	373,355	7,219	9,652	31,918	36,406	554	237	1,096	1,060	2,120	10,967