

महाराष्ट्र दूरसंचार परिमंडल,
छठवीं 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)

आलोक कौल

मुख्य महाप्रबंधक

Aloke Kaul

Chief General Manager



Dear members of Maharashtra Telecom family,

Season's greetings to all of you .

I am very happy to join Maharashtra Telecom circle as Chief General Manager on 29th September'09. I have had the pleasure of working in Maharashtra for a total of almost 14 years in Nagpur, Pune & Mumbai (MTNL). A heads of SSA meeting was conducted on 26th, 27th & 28th (F/N) October'09. We would like to have heads of SSA meeting regularly to achieve all the Corporate Office targets.

1. Maharashtra Circle has been given revenue target of Rs 3743 Cr for the year 2009-2010 . SSA wise target has been communicated to all SSAs . We need to put our all out efforts for achieving this target.
2. Strong focussed attention is required for making our point of sales available everywhere. Each one of us has to act as a SALESPERSON in addition to our defined routine work. We have to equip ourselves with latest information about BSNL services/products and also that of other competitors' .
3. Under Project Vijay, we have to appoint **58059** retailers in Maharashtra Circle as against 33478 retailers .available on date.
4. Weekly " Melas" will have to be conducted in each SDCA, preferably coinciding with the Weekly Market days for selling our products and reaching out to maximum possible potential customers.
5. Rapid completion of telecom installations is required for achieving the targets set for MH Circle of ' net zero' landline connections, **19,64,035** GSM connections, **1,68,500** CDMA connections and **2,94,413** Broadband connections

The market conditions are very challenging and competitive. Remember that a satisfied customer is the best advertisement and let us all work for it.

Wishing you all the best.

Yours Sincerely,


(Aloke Kaul)

पंजीकृत कार्यालय : भारत संचार भवन, हरिशचंद्र माथुर लेन, जनपथ नई दिल्ली - 110 001. • वेबसाईट : www.bsnl.co.in

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