

File No. MHCO-SMCM/37/1/2020-O/o GM SMCM

Dated: 15th March 2021.

My dear

The SIM Sale report for February 2021 (Annexure-I) shows that efforts have been put in by some SSAs in the month of February'2021 which has resulted in sale of 78013 prepaid Connections. However, sales have been lower than the target assigned for most of the SSAs. It is once again emphasized that achievement of SIM sale targets must be taken on priority in order to ensure market gains.

On analyzing the SSA wise SIM sale performance, It is found that only **Latur SSA (100%)** was able to achieve the given target during February'2021(Annexure-I). I would like to congratulate concerned SSA Head and his S&M-CM team for their performance.

Parbhani (9%), Akola (16%), Yeotmal (16%), Wardha (18%), Nanded (21%), Buldhana (21%), Raigad (24%), Sangli (25%), Solapur (27%), Osmanabad (29%) were appeared in the bottom 10 in SIM sale achievement. SSAs achieving less than 80% of the targets are once again appealed to put in extra efforts in the month of March'2021 (Annexure-II).

SSAs 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 hold weekly meeting with franchisees and Feet on Street (FOS) for this purpose.

With best wishes,



(Ramakant Sharma)
Chief General Manager

Encl : As above

To,

All SSA Heads in MH. Circle.

Prepaid SIM Sales Achievement for the month of February-2021

S.No.	Name of SSA	Target for the Month	Gross Prepaid for the Month	% Target Achieved
1	Latur	3630	3636	100%
2	Sawantwadi	6510	5644	87%
3	Gadchiroli	8480	6270	74%
4	Ratnagiri	6190	4063	66%
5	Aurangabad	10390	6499	63%
6	Chandrapur	3550	1933	54%
7	Goa	3690	1989	54%
8	Dhule	6610	3489	53%
9	Amravati	4970	2528	51%
10	Kohlapur	8250	3929	48%
11	Jalgaon	6090	2762	45%
12	Nasik	12900	5720	44%
13	Ahmednagar	11300	4561	40%
14	Satara	6110	2412	39%
15	Jalna	3180	1175	37%
16	Bhandara	3760	1387	37%
17	Kalyan	5970	2155	36%
18	Beed	5630	1972	35%
19	Pune	15900	5077	32%
20	Nagpur	7810	2456	31%
21	Osmanabad	3100	905	29%
22	Solapur	6570	1796	27%
23	Sangli	5590	1383	25%
24	Raigad	3050	723	24%
25	Buldhana	2520	540	21%
26	Nanded	5090	1085	21%
27	Wardha	1820	329	18%
28	Yeotmal	3500	559	16%
29	Akola	4650	740	16%
30	Parbhani	3190	296	9%
Circle Total		180000	78013	43%

SIM Sale Target for the month of March-2021
"Minimum one SIM per BTS per Day"

S.No.	Name of SSA	BTS	Target as per BTS	Target for the Month
1	Ahmednagar	451	13981	11300
2	Akola	227	7037	4650
3	Amravati	244	7564	4970
4	Aurangabad	326	10106	10390
5	Beed	245	7595	5630
6	Bhandara	246	7626	3760
7	Buldhana	155	4805	2520
8	Chandrapur	206	6386	3550
9	Dhule	327	10137	6610
10	Gadchiroli	151	4681	8480
11	Goa	253	7843	3690
12	Jalgaon	323	10013	6090
13	Jalna	143	4433	3180
14	Kalyan	334	10354	5970
15	Kohlapur	380	11780	8250
16	Latur	199	6169	3630
17	Nagpur	460	14260	7810
18	Nanded	249	7719	5090
19	Nasik	581	18011	12900
20	Osmanabad	164	5084	3100
21	Parbhani	191	5921	3190
22	Pune	924	28644	15900
23	Raigad	205	6355	3050
24	Ratnagiri	276	8556	6190
25	Sangli	333	10323	5590
26	Satara	350	10850	6110
27	Sawantwadi	223	6913	6510
28	Solapur	439	13609	6570
29	Wardha	122	3782	1820
30	Yeotmal	200	6200	3500
Circle Total		8927	276737	180000