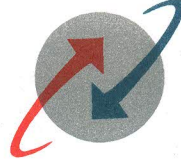


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भारत संचार निगम लिमिटेड
(भारत सरकार का उद्यम)
BHARAT SANCHAR NIGAM LTD.
(A Government of India Enterprises)

अनुपम श्रीवास्तव

अध्यक्ष एवं प्रबन्ध निदेशक

ANUPAM SHRIVASTAVA
Chairman & Managing Director

No. CMD/BSNL/2016(49924)
August 16th, 2016

Dear Colleagues,

There cannot be a bigger proof to believe that turnaround of BSNL is in the top most priority list of Government of India; as we all heard our Hon'ble Prime Minister stating in his speech to the nation on the occasion of India's 70th Independence Day from historic Red Fort, yesterday that financial turnaround of BSNL has begun. This is a historic moment for BSNL as it strengthens itself for the deciding battle to turnaround and is on the radar of Prime Minister himself.

This, on one hand is a matter of pride for all of us that our efforts are being recognized by the highest authority and on the other hand it obligates us with a greater responsibility to come up to the expectation of our Hon'ble Prime Minister by keeping the momentum of improving our physical and revenue performance continuously.

I have been apprising BSNL management and you all at each forums that our performance is being monitored at the highest level in the Government and this is the only opportunity for us to prove our mettle. In this fiercely competitive environment, BSNL has not only to match with tariffs for various services being offered by our competitors but also have to come up to the ever-demanding service level satisfaction of our customers. '*SWAS*' is one such initiative in this direction and can be our USP to win confidence of BSNL customers.

I take this opportunity to once again call upon you all to take the words of our Hon'ble Prime Minister as his commandment. Therefore, I urge you all to give your best in serving the customers and the nation in a manner befitting to our objectives of providing quality telecom services at affordable cost throughout the length and breadth of our country. Let us not leave any stone unturned to commit ourselves to the wishes of our Hon'ble Prime Minister to make BSNL a fully profitable PSU at the earliest.

With best wishes,

Yours sincerely,

(Anupam Shrivastava)

To
All Functional Directors, BSNL Board.
On BSNL Intranet for all employees.