

भारत संचार भवन, हरिश्चन्द्र माथुर लेन,
जनपथ, नई दिल्ली-110001
दूरभाष : कार्यालय : +91-11-23372424,
फैक्स : +91-11-23372444
ई-मेल : cmdbsnl@bsnl.co.in
Bharat Sanchar Bhawan, H.C. Mathur Lane,
Janpath, New Delhi-110001, INDIA
Ph. : (O) : +91-11-23372424
Fax : +91-11-23372444
E-mail : cmdbsnl@bsnl.co.in



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

राकेश कुमार उपाध्याय
अध्यक्ष एवं प्रबन्ध निदेशक

RAKESH K. UPADHYAY
Chairman & Managing Director

Dear Colleagues

On the eve of India's 66th Independence Day, I extend my heartiest greetings and good wishes to all of you and your family. This day reminds us of several sacrifices made by our ancestors, leaders and freedom fighters in their struggle to achieve independence for us.

India's telecom network is the third largest in the world on the basis of the customer base and it has one of the lowest tariffs in the world enabled by hyper competition in the market. The present tele-density in the country is 78.55% and broadband density in the country is 1.17%. BSNL is engaging in fierce competition to regain its leadership in the telecom market. Though we are still the leading service provider in fixed-line, Internet/ broadband and National long distance segment, our overall market share has been consistently dropping. Our present market share is around 12.46% and we have slipped to 4th position as an operator. BSNL is at 1st position as an operator in providing broadband services with market share of 63.73%. We are seriously concerned with the continued drop in the market share as also our declining revenue which is eroding profitability.

Friends, we are greatly perturbed over large number of disconnections of landline phones in the past few years. We have lost some high ARPU customers to our competitors. The drop in our fixed line phones is a matter of great concern for us, and all of us need to ponder over this problem seriously and take concentered action. Though some churn in the customer base is natural in a multi operator system, such a large scale surrender of lines is certainly alarming. Landline connections have been our conventional source of business and a dent in this business is a serious setback for us. Our broadband service can help us a lot in our objective to bring back our landline customers and retain the existing landline customers. Our technical capability has never been questioned and our services are at par with our competitors, if not better. The need of the hour is to approach the customer right at his doorsteps rather than waiting for the customer to approach us. Only a personalized service to the customers can help us tide over the growing trend of customer churn. Let us start thinking like a businessman and bring professionalism in our approach and behavior. If we do not change with time, I am afraid our business interests are going to suffer. BSNL launched 3G services on 27th Feb, 2009 and has provided 3G facility to all its customers using 2G/3G technology. We have rolled out 3G Network in 967 cities across the country which is the largest roll out by any telecom service provider. Customers having 3G handset can use mobile broadband and watch live TV streaming, large files and generate video calls and many other customer friendly services

