

**BUSINESS DEVELOPMENT CELL**  
**TAMILNADU TELECOM CIRCLE**  
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**भारत संचार निगम लिमिटेड**  
(भारत सरकार का उपक्रम)  
**BHARAT SANCHAR NIGAM LIMITED**  
(A Govt. of India Enterprise)

EBU/TN/EB Target/2012-13/44

Dated 15-06-12

To

Head of SSA's,  
TamilNadu circle.

Sub: Review of EB Target for the financial year 2012-13 reg:

BSNL HQ has fixed targets for the circles and the same has been distributed and communicated to the SSA's. As we are in the end of 1st quarter, the achievement, so far, is less than the expectations. Corporate office New Delhi is reviewing the progress every week and the achievement has been commented by Director(EB) as not appreciable in a D.O.to CGM.

In this regard the following are requested from the SSA's:

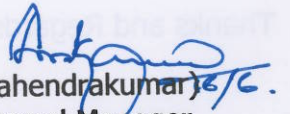
1.It is noticed the leads generated by majority of SSA's are very thin and in some SSA's no leads are entered in the Business Proposal Tracking System at all. Only if more leads are generated, achievement of the assigned Target is possible by the SSA's. So it is insisted that more leads are to be generated and all of them are to be entered in the Business Proposal Tracking System without fail. This will be achieved, only if more EB customers are visited by the SSA's and every visit has to be followed up for further progress of converting the visit into business.

2. Targets are assigned for leasing out of Optical fibre for Arasu Cable T.V.Corporation LTD.Except two SSA's (Tirunelveli,Tuticorin) others have not done any business on the same.So it is requested that SSA's can give more attention in grabbing the business in this Segment.

3.In addition to the above, when the EB Customers are renewing their business beyond the committed period, then that revenue generated due to renewal,must also be added in the Business Proposal Tracking System for this year accordingly.

Personal attention by heads of SSA is requested in increasing leads which will enable the circle to achieve the sales funnel target consecutively for the third year in succession.

Thanks and Regards,

  
(J.Mahendrakumar) etc.  
General Manager,  
Enterprise Business,  
Tamil Nadu circle,  
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