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**Bharat Sanchar Nigam Ltd.**

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**EBU/TN/Enterprise Business Target / 2013-14/**

**17-09-2013**

**Dear Shri**

**Sub : Performance of Enterprise Business for the financial Year 2013-14**

Enterprise Business vertical has been created separately for the focused attention to target and get Bulk Business from Enterprise Segment Customers. For the past Three years, Tamil Nadu circle has achieved the Sales Target assigned by Corporate office with the co-operation of all SSA's. As per this indication, Enterprise Business Unit of SSA's were successful in acquiring additional business from Enterprise Customers in the highly competitive market.

This Financial Year 2013-14, Enterprise Business Unit, Tamil Nadu Circle has been assigned a Target of ₹.115 Cr. Tamil Nadu circle has achieved the assigned Target for the first quarter of this financial year and got an appreciation letter from Director(EB).

But, for the past two months the SSA's are not generating additional leads to achieve the 2<sup>nd</sup> quarter Target. Because of this Tamil Nadu circle has been put up in Red zone by Corporate office for not achieving the assigned Target. While analyzing the feedback from SSA's, One of the reasons for this is that adequate staff/supporting staff are not available to achieve the Target. It is requested to post sufficient number of Staff with suitable Infra to Enterprise Business unit enable them to do more activities to achieve the Target.

It is also requested to give suitable instructions to Field staff to acquire more business and generate sufficient leads by bringing more New Gold Accounts, so as to achieve the Target. It may be noted that these New Gold Account Penetration which figures 20% weightage in the SSA GPMS Score card.

Since Festival Season is fast approaching, Business Establishments like Textile show room, Jewellery shops may be approached for acquiring more business through Bulk PUSH SMS, Customized SMS, Cell info display, Personalized Ring Back Tone, etc. and also suitable Ads may be put up for wide publicity.

With Best Wishes,

Yours Sincerely,

  
(Mohammed Ashraf Khan)