



*Connecting India*

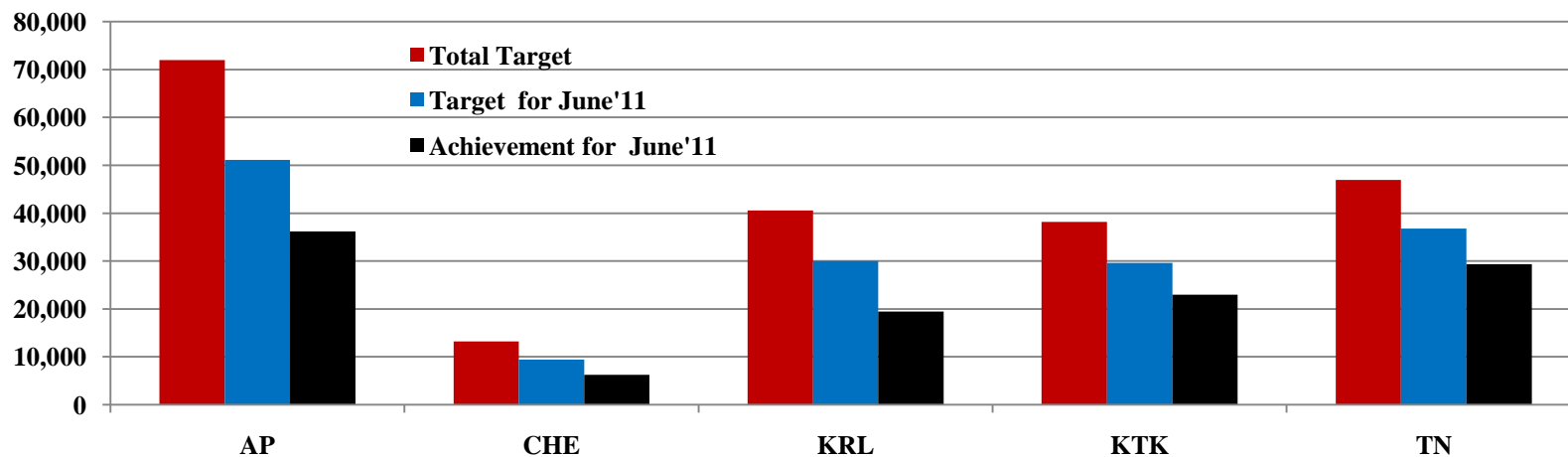
**South Zone  
Status of Sales & Distribution  
network  
&  
International Roaming  
23-7-2011**



Connecting India

## Active Retailers loading RC (Ctopup)

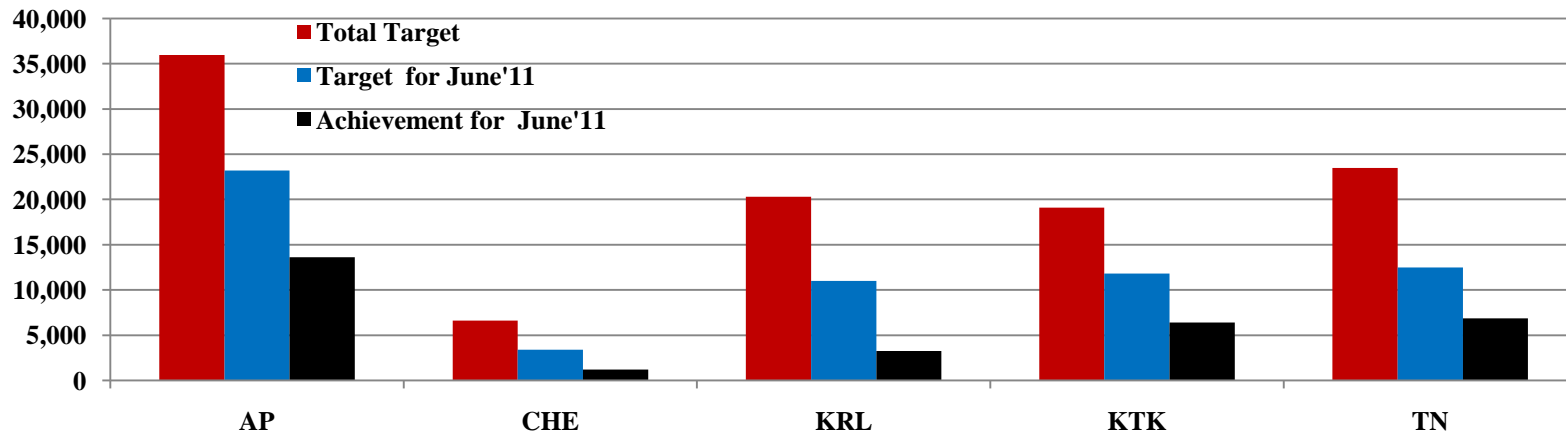
Circle	Total Target	Target for June'11	Achievement for June'11	Shortfall Vis-à-vis Total target	Shortfall Vis-à-vis monthly (June) target
AP	71,953	51,100	36,178	-53%	-34%
CHE	13,193	9,400	6,242	-52%	-35%
KRL	40,583	30,000	19,457	-40%	-22%
KTK	38,166	29,600	23,011	-37%	-20%
TN	46,946	36,800	29,360	-46%	-27%
<b>Total</b>	<b>2,10,841</b>	<b>1,56,900</b>	<b>1,14,248</b>	<b>-46%</b>	<b>-27%</b>





# Active Retailers loading FRC (Ctopup)

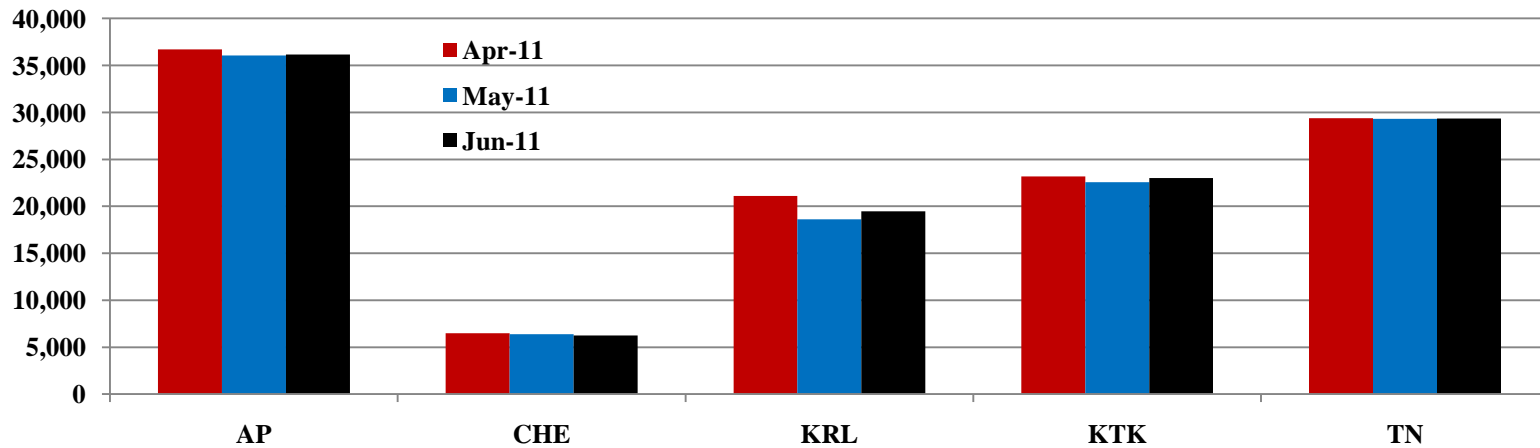
Circle	Total Target	Target for June'11	Achievement for June'11	Shortfall Vis-à-vis Total target	Shortfall Vis-à-vis monthly (June) target
AP	35,977	23,200	13,628	-82%	-65%
CHE	6,597	3,400	1,195	-84%	-70%
KRL	20,292	11,000	3,251	-66%	-46%
KTK	19,083	11,800	6,400	-71%	-45%
TN	23,473	12,500	6,871	-70%	-49%
<b>Total</b>	<b>1,05,421</b>	<b>61,900</b>	<b>31,345</b>	<b>-70%</b>	<b>-49%</b>





# Active Retailers loading RC for April, May & June

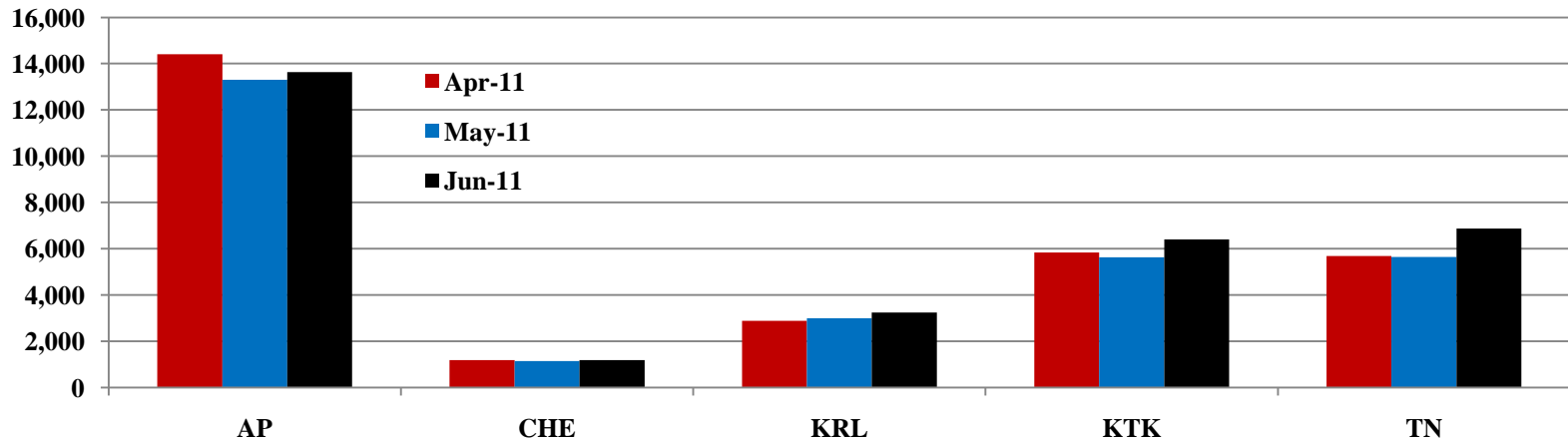
Circle	Apr-11	May-11	Jun-11
AP	36,695	36,050	36,178
CHE	6,488	6,376	6,242
KRL	21,114	18,622	19,457
KTK	23,163	22,573	23,011
TN	29,390	29,330	29,360
<b>Total</b>	<b>1,16,850</b>	<b>1,12,951</b>	<b>1,14,248</b>





# Active Retailers loading FRC for April, May & June

Circle	Apr-11	May-11	Jun-11
AP	14,411	13,304	13,628
CHE	1,186	1,147	1,195
KRL	2,880	2,993	3,251
KTK	5,844	5,637	6,400
TN	5,686	5,651	6,871
<b>Total</b>	<b>30,007</b>	<b>28,732</b>	<b>31,345</b>

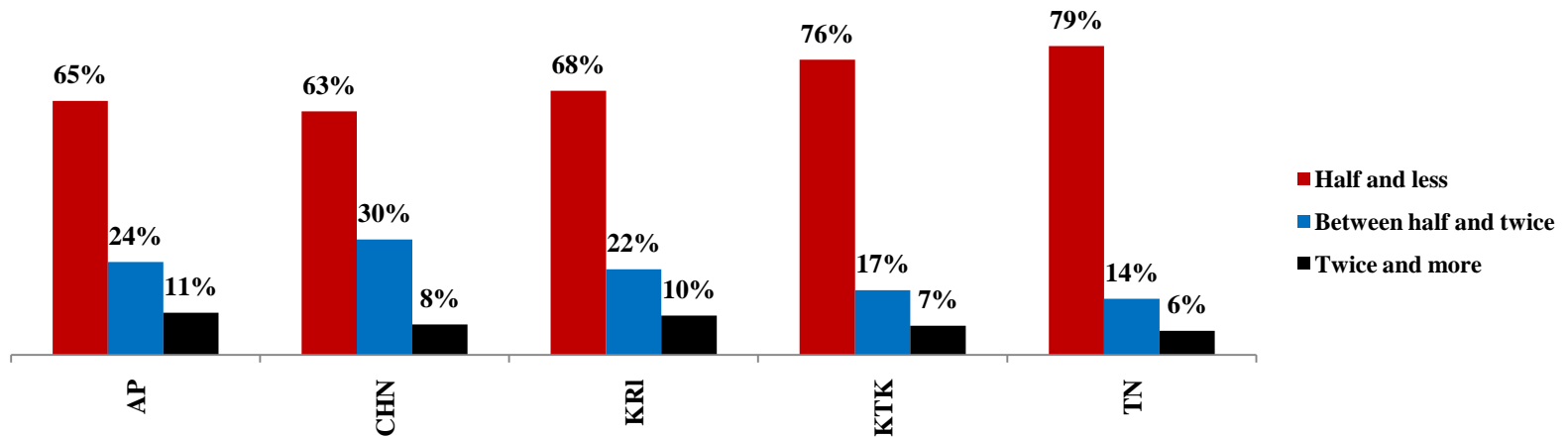




Connecting India

# Retailer performance analysis w.r.t Avg.FRC

Circle	Total FRC	Total Retailer	Avg FRC	Half and less	Between half and twice	Twice and more	Half and less	Between half and twice	Twice and more
AP	1,65,504	13,628	12	8,903	3,250	1,475	65%	24%	11%
CHN	5,301	1,195	4	748	354	93	63%	30%	8%
KRI	11,001	3,251	3	2,207	716	328	68%	22%	10%
KTK	70,315	6,400	11	4,859	1,064	477	76%	17%	7%
TN	86,746	6,871	13	5,458	987	426	79%	14%	6%
<b>Total</b>	<b>3,38,867</b>	<b>31,345</b>	<b>11</b>	<b>22,175</b>	<b>6,371</b>	<b>2,799</b>	<b>70%</b>	<b>21%</b>	<b>8%</b>

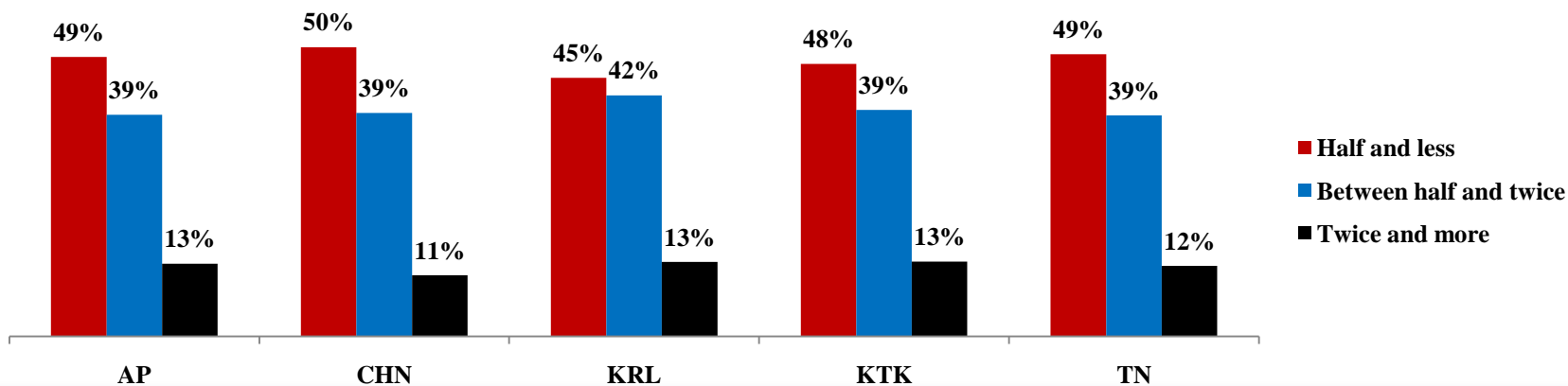




# Retailer Performance Analysis w.r.t Average Revenue

Connecting India

Circle	Total CTOP UP Revenue (Rs.)	Total Retailer	Average revenue per retailer (Rs.)	Half and less	Between half and twice	Twice and more	Half and less	Between half and twice	Twice and more
AP	30,77,36,953	36,178	8,506	17,625	13,974	4,579	49%	39%	13%
CHN	9,09,79,318	6,242	14,575	3,147	2,431	664	50%	39%	11%
KRL	20,73,32,855	19,457	10,656	8,764	8,171	2,522	45%	42%	13%
KTK	26,69,64,552	23,011	11,602	10,934	9,077	3,000	48%	39%	13%
TN	31,74,62,867	29,360	10,813	14,446	11,307	3,607	49%	39%	12%
<b>Total</b>	<b>1,19,04,76,545</b>	<b>1,14,248</b>	<b>10,420</b>	<b>54,916</b>	<b>44,960</b>	<b>14,372</b>	<b>48%</b>	<b>40%</b>	<b>12%</b>

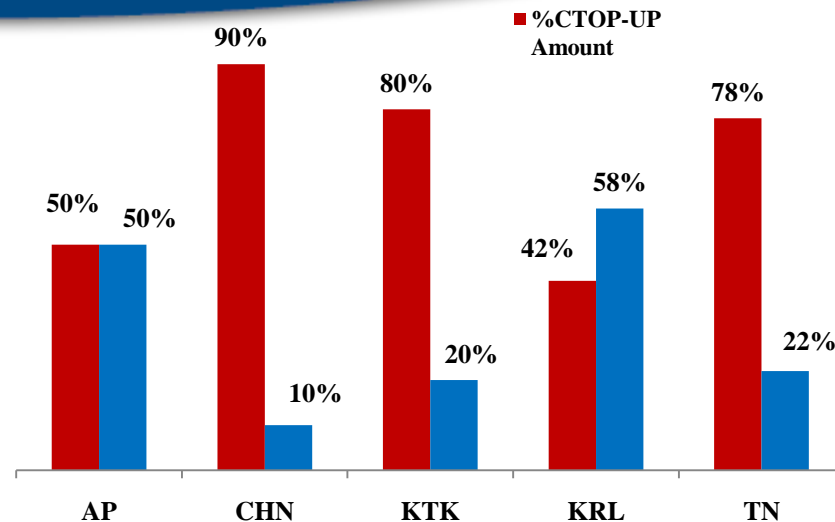




Connecting India

## Revenue contribution : CTOP-UP and RCV

Circle	Total (Rs.Cr.)	CTOP-UP (Rs.Cr.)	RCV (Rs.Cr.)	%CTOP-UP Amount	% RCV Amount
AP	70.9	35.4	35.6	50%	50%
CHN	11.9	10.8	1.2	90%	10%
KTK	42.9	34.3	8.5	80%	20%
KRL	59.5	24.8	34.7	42%	58%
TN	54.2	42.1	12.1	78%	22%
Total	239.5	147.4	92.0	62%	38%



In AP circle sale through CTOPUP is 50 % and through RCV is 50 % and in Kerala sale through CTOPUP is 42 % and through RCV is 58% . These Circles may give more emphasis on sale through CTOP-UP.





# Ctopup interruptions in South Zone

- 9-4-11 (02:20 to 08:20 hrs): CTOPUP system -resolved by M/S Pyro.
- 15-4-11 (02:00 to 08:00 hrs): CTOPUP system- resolved by M/S Pyro.
- **2<sup>nd</sup> to 4<sup>th</sup> May 11: OTA server** caused partial C-Topup service
- 7-5-11 (0000 to 1540 hrs): Problem at **SMSC Madurai** - Confirmation SMSs not delivered
- 5-5-11 to 9-5-11(1100 hrs): Intermittent **Network Problems at Trichy IPD LAN-** CTOPUP service to all NSN IN systems was partially affected
- 23-5-11 (2150 to 2220 hrs): Connectivity issue at **Trichy IPD LAN** again.
- 23-6-11 (1835 to 2055 hrs): CTOPUP system - resolved by M/S Pyro.
- 5-7-11 (1000 to 1150 hrs): Problem at the **Trichy IPD LAN** -affected for all NSN INs.
- 6-7-11 (1000 to 1315 hrs) Problem at **SMSC Madurai** - Confirmation SMSs not delivered
- 7-7-11 (1115 to 1230 hrs): Problem at **SMSC Madurai** - Confirmation SMSs not delivered



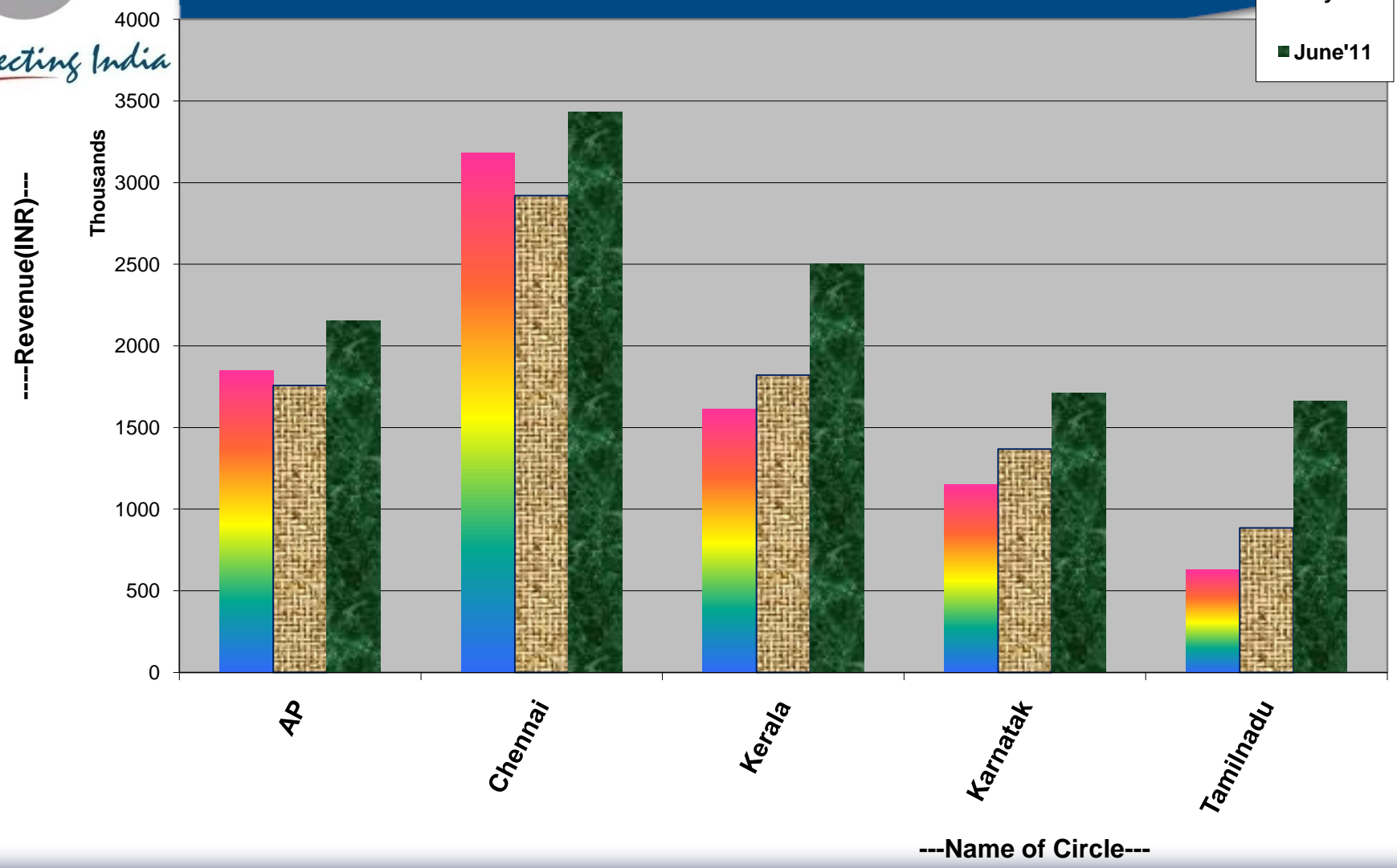
*Connecting India*

# International Roaming Revenue



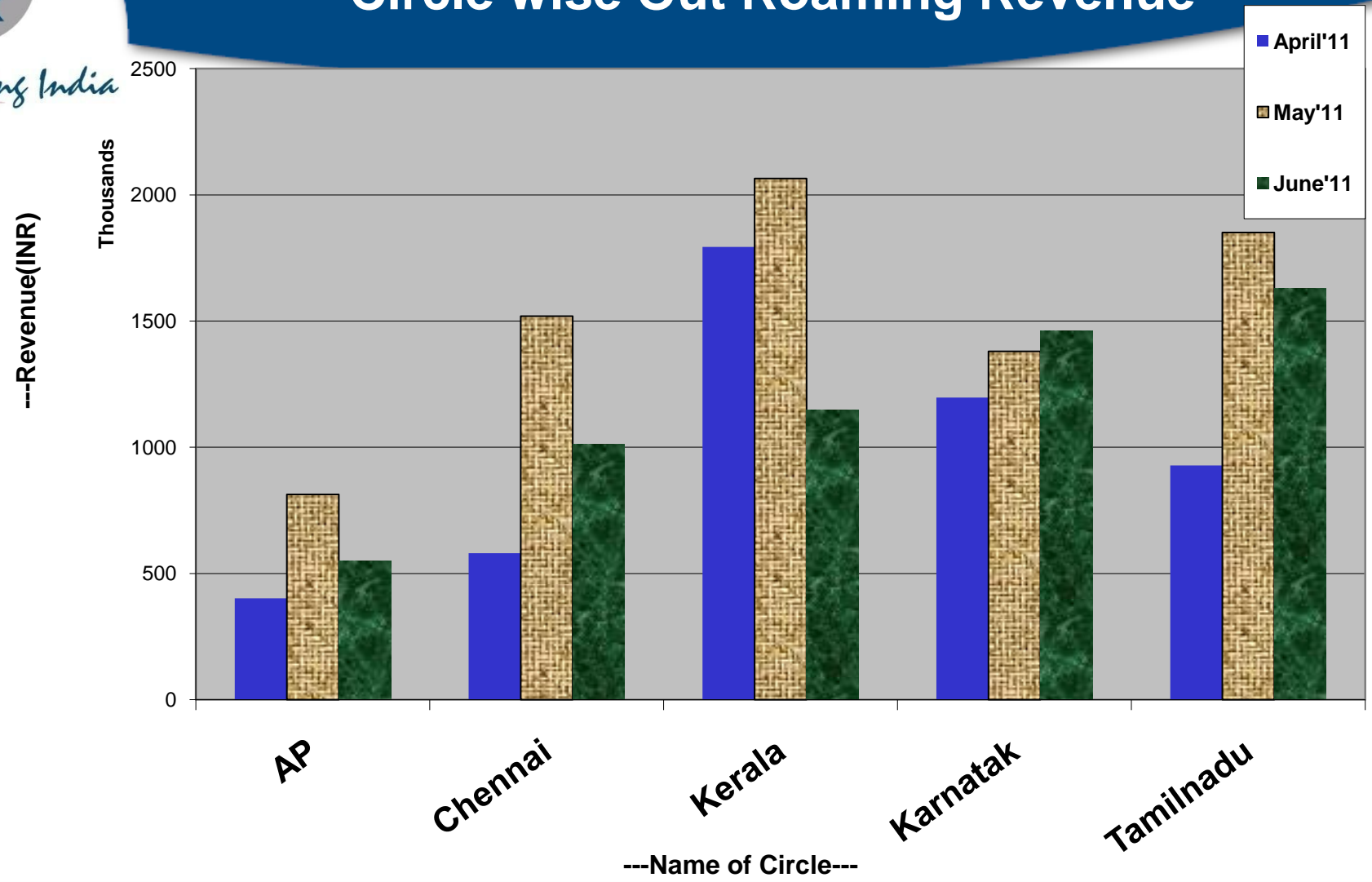
# Circlewise In Roaming Revenue

April'11  
May'11  
June'11



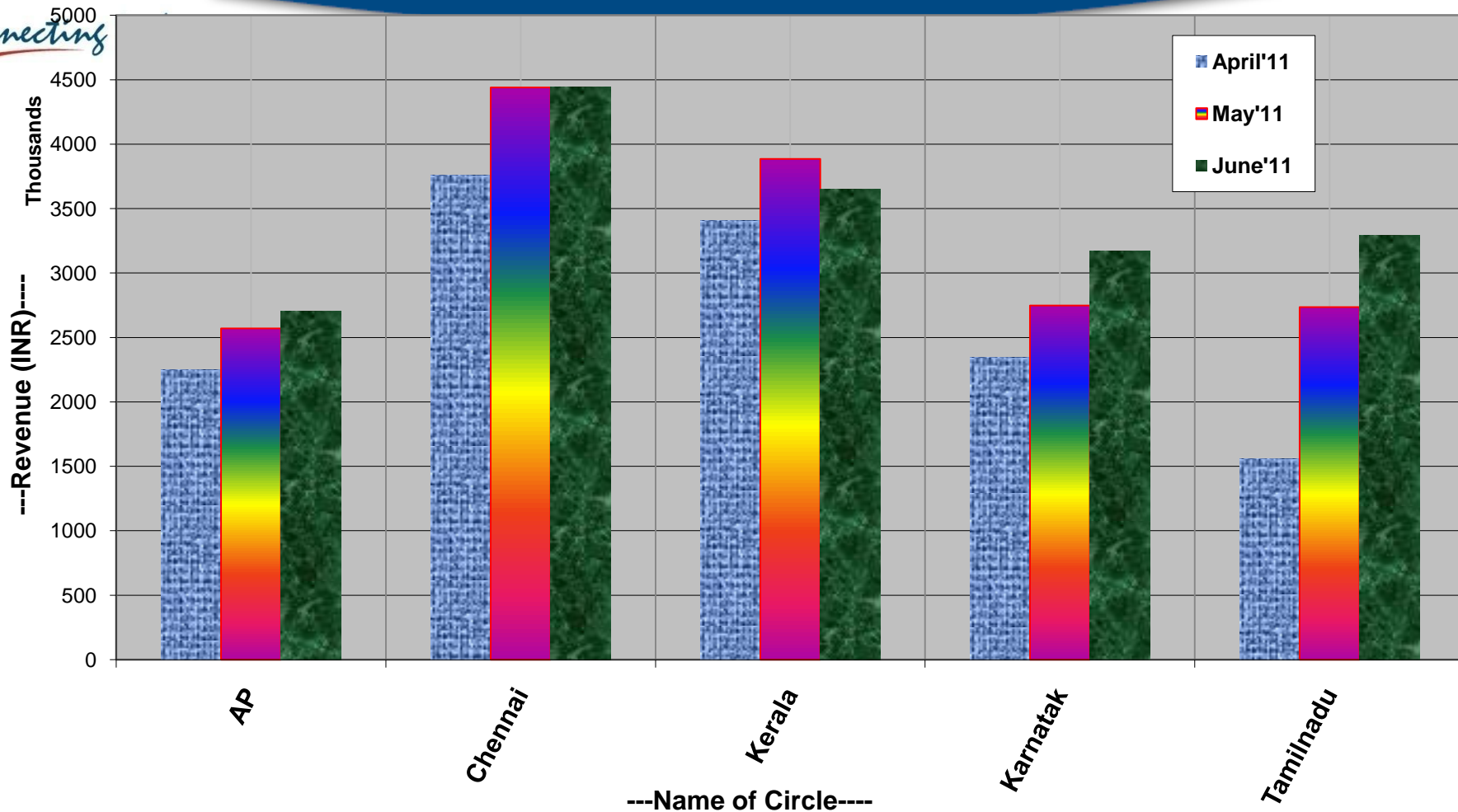


# Circle wise Out Roaming Revenue





# Circlewise Toatal Revenue (In + Out)





*Connecting India*

# Key Action Points

- Overall revenue is either static or rising in all LSAs
- Inbound revenue is on rise and outbound revenue on decline.
- Procurement of DUAL IMSI SIM Cards
- Educating International Roaming Subscriber about use of Dual IMSI only and discontinuance of Spice IMSI. (by way of SMS/OBD/mailer)
- Popularization of website [ir.bsnl.co.in](http://ir.bsnl.co.in) for International Roaming Queries.
- Awareness about getting International Roaming Facility



*Connecting India*

**Thank you**