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

अनुपम श्रीवास्तव

निदेशक (कन्ज्यूमर मोबिलिटी)
बी.एस.एन.एल. बोर्ड

No. 3-2/2012/P&P-CM
June 17, 2013

ANUPAM SHRIVASTAVA

Director (Consumer Mobility)
B.S.N.L. Board

Dear Shri

We all know that until recently major telecom service providers had amongst them, a 'Tariff War'. As tariffs were lowered, BSNL had no option but to match that trend and our tariffs were also lowered. However lately the trend has reversed and now mobile tariffs in Indian telecom sector are going 'NORTH'. This trend has been set by major private telecom operators viz. Airtel, Vodafone, Idea and others. Circles are expected to keep a close watch on current tariffs being offered by our competitors and revised buoyant tariff proposals should be sent to Empowered Committee on Tariff Consumer Mobility, BSNL C.O.


It has been observed that most of the circles seldom send any proposal to the Tariff Committee for revision and our base tariff in many circles remains far below the base tariff offered by major private players. Our tariff strategy should be flexible and quickly adaptable as per prevailing trend. We must strategically keep our tariffs only 5 to 10% below the tariffs of our main competitors so that we keep our market share of customers and at the same time maximize the revenue.

As all operators have circle specific base tariffs, you are advised to keep comparing BSNL tariffs with that of the competitors, particularly, of those having market share more than our market share in the circle. This is further impressed upon that revised tariff proposals should be sent to ECT-CM, BSNL C.O. at hqcm.pp@gmail.com / hqcm_pp@bsnl.co.in by **30.6.2013**. Such review of tariff and revision is required to be done on prompt and regular basis.

This being one of the most important activities to increase our revenue, I would like you to personally monitor it and take immediate action so that tariffs are revised without any delay. Receipt of this letter may be acknowledged to Sr. GM (P&P-CM).

With best wishes,

Yours sincerely,


(Anupam Shrivastava)

Shri
Chief General Manager,
ALL Telecom Circle / Telecom District