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भारत संचार निगम लिमिटेड  
( भारत सरकार का उद्यम )  
**BHARAT SANCHAR NIGAM LTD.**  
(A Government of India Enterprises)

अनुपम श्रीवास्तव  
अध्यक्ष एवं प्रबन्ध निदेशक  
**ANUPAM SHRIVASTAVA**  
Chairman & Managing Director

**FROM CHAIRMAN'S DESK**

**Dear Colleagues**

Today, we complete 16 glorious years of service to the nation and enter into another bright and successful year. At the outset, I convey my hearty greetings to you on this occasion and would like to place on record my deep appreciation to the "Team BSNL". I am delighted and really feel honoured to lead the country's leading Public Sector Telecom Service Provider, which has been serving the nation for over a century tirelessly.

Although our Company faced decline for couple of years, but it rose like a phoenix owing to your enthusiastic response to my earlier calls with utmost dedication. Our efforts have sustained the growth and, during 15-16 your organization continued its journey of revival. These efforts did not go unnoticed when it was aptly recalled by our Hon'ble Prime Minister from the ramparts of the Red Fort during his Independence Day address to the nation. The most proud moment for all of us.

Friends, this historic turnaround was not possible but for your whole hearted and tireless efforts in execution of most of the strategic initiatives of the management aiming for market penetration and revenue augmentation, not to forget the pledge we all took to serve our nation and the customers with a Smile (SwaS), a term coined by you and your representative associations and unions.

I am fully aware that Team BSNL is looking forward to the 3<sup>rd</sup> PRC recommendations. Our Financial performance during 2016-17 will be a crucial factor for implementation. Therefore, I call upon all of you to put "all your might to make it happen".

And, dear colleagues, all of you being our brand ambassador, tremendous responsibility vest on your shoulders to create awareness amongst our esteemed customers across the country about the unique plans and schemes like Free Night Calling and Free Calling on Sundays through BSNL Landline, All India Free Roaming on BSNL Mobile Network and the recent BSNL Landline Broadband plans 49 and 249.

As you all know that in response to our free incoming call facility, the number of mobile customers on month on month basis shown significant addition to our customer base. To take the benefit of the growing Data services demand, we have offered tariffs to attract more customers e.g., Plan 1099 providing unlimited downloads.

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पंजीकृत एवं निगमित कार्यालय : भारत संचार भवन, हरीश चन्द्र माथुर लेन, जनपथ, नई दिल्ली-110001  
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Although we are making renewed effort to market our brand image & products, needless to say, friends, mandate for popularization of the schemes vest on your shoulders as well. Through melas, marches and other innovative measures, we should continue to do sales & marketing.

We are fortunate to have the dynamic support and valuable guidance of Shri Manoj Sinhaji, the Hon'ble Minister for Communications and Shri J.S.Deepak Secretary Telecom in the midst of us, in the turnaround journey.

It is indeed a moment of pride for Team BSNL, whom I call again on this glorious occasion to take a pledge to sustain the forward march to match the expectations of the Hon'ble Prime Minister.

Thank you,

Jai Hind!



**ANUPAM SHRIVASTAVA**  
CHAIRMAN AND MANAGING DIRECTOR