

## KERALA CIRCLE

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भारत संचार निगम लिमिटेड

(भारत सरकार का उपक्रम)

**BHARAT SANCHAR NIGAM LIMITED**

(A Govt. of India Enterprise)

### MESSAGE

Dear Colleagues,

It gives me immense pleasure in addressing you on this auspicious occasion of ONAM as the head of the most prestigious and No.1 Circle in BSNL. As you are aware, Kerala Circle is the highest profit making Circle in the country. Our revenue and profit are increasing year after year. With all your sincere, hard work and dedication, Kerala Circle has achieved a net profit of Rs.658 crores during the last financial year. Thanks to our esteemed customers and the people of Kerala also for their continued patronage and support.

BSNL is facing tough competition from various service providers. In order to retain our leadership position in the telecom market, determination and sincerity are of vital importance. Surely, our performance in the previous years has been good, but still there is high potential in the market and we have to work harder to exploit the same to take Kerala Circle to greater heights.

BSNL has recently introduced many customer friendly products in both landline and mobile segments. Aggressive marketing is required for converting all these products into our revenue. I call upon all of you to involve actively in promoting our products.

The areas of grave concern in our business are the continuous reduction in our fixed line subscriber base, which has seriously dented our revenue from Fixed Access. The surrender of land line connections by our customers is mainly on account of the poor quality of service. This trend should be reversed at any cost through proper efforts in lines and cable maintenance.

I am quite confident that with your unstinted support, dedication and commitment, BSNL Kerala Circle will accomplish its goals and thereby retain its position in the telecom market as an undisputed leader.

Onam symbolizes festivity, prosperity and happiness, I wish all my colleagues -  
**A HAPPY AND PROSPEROUS ONAM.**

9<sup>th</sup> September, 2016

  
(R. Mani)

Chief General Manager