

State-run telecom operator Bharat Sanchar Nigam Limited's newly appointed chairman, P.K. Purwar, has reportedly set sales targets for various business verticals of the company including fixed- line, enterprise businesses, fibre-to-the-home (FTTH) and consumer mobility or wireless business.

To this end, BSNL's chairman has written to the chief general managers of telecom circles in which BSNL operates. These targets are to be achieved during the current fiscal year.

Under the new plan, each circle has been asked to ensure a rental income of at least Rs 10 billion from unutilised spaces. Further, BSNL's consumer mobility vertical has been tasked to achieve two million gross connections every month along with a 10 per cent increase in visitor location register (VLR) figures by focussing on sales channels and branding at the retailers premises. Moreover, the fixed-line vertical has been asked to retain the net landline customer base as on March 31, 2019, and make provisions to at least double the FTTH connections as provided in 2018-19. The circle heads have also been asked to target 25 per cent increase in revenues from the enterprise business from existing and new clients as the segment has high potential.

The move is aimed at checking build-up of operational losses for BSNL.

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