

महानगर टेलीफोन निगम लि.

(भारत सरकार का उद्यम)

Mahanagar Telephone Nigam Ltd.

(A Government of India Enterprise)



No. MTNL/CO/Dir-HR & EB/2014

April 22, 2014

Subject: **Revival of MTNL - Business Plan.**

Several long pending chronic issues of MTNL are in the process of settlement by Government intervention through GOM (Group of Ministers) deliberations. Further, after persistent efforts, some big deals in Enterprise Business are also on the final stage of award of work. Mumbai Surveillance system is a very prestigious work of Maharashtra government, which if executed well will put MTNL and MTL on a different league. Definitely such businesses are going to act as a big booster in revival and revitalization of MTNL and are very important, but they are not sufficient enough to ensure sustained profitability for the company, particularly when, there have been no improvements in customer perception towards MTNL services.

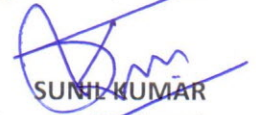
For sustained profitability for the company the top line, to start with, must be restored to at least the highest, what we have achieved earlier. i.e. Rs 5289Crore in 2008 - 2009. If we are able to achieve it from our existing assets with some incremental investments then such increase in top line will contribute significantly to the bottom line also. Besides it will generate good will. Time has come to give a serious thought and efforts on these lines.

It is proposed that a core team of passionate and knowledgeable persons, both from technical, finance and business angles, irrespective of their designations, be formed to create a business Plan on following line of businesses.

1. Landline
2. Broadband - Wireless and Wire line
3. Mobile
4. Integrated Customer Care.
5. Enterprise Business from SME Customers.

The core group will do the complete assessment - Market Size, Present MTNL market share, Propose Market Share, Target customers, Capacity expansion, and capital investment with return on investment with time bound action plans. They can come out with phase wise action plans. The outcome should be clearly identified in terms of revenue, goodwill or both.

We should have a complete workable business plan in a month and half time. Once the plan is firmed up, we can discuss in ECM / Board and freeze it up. Then based on the agreed and approved plan, we have to make efforts to arrange resources and execute the plan. Kindly give suggestions / inputs along with the names of team members in 10 days time


SUNIL KUMAR

Director (HR & Enterprise Business)

To,

1. CMD, MTNL
2. Director (F) / Director (Technical) MTNL
3. ED Delhi / Mumbai - For Kind information, necessary action and wide circulation.
4. ALL GMs / DGMs in Corporate Office.

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आप हमारे साथ हिन्दी में भी पत्राचार कर सकते हैं।