

## **Welcome to BSNL Thanjavur Marketing cell**

### BSNL introduces new promotional offers and Data Packs.

State run telecom PSU BSNL has introduced range of new offers for its prepaid customer base and also revised existing mobile tariffs which are based on prepaid balance. In the first offer BSNL will offer 50% extra data on all data STVs with no additional validity. This will be available only for a period of three days i.e. 13-15 Feb 2015 . The second offer comes in the form of SMS STV which will be available for a period of ten days only i.e 13-22 Feb 2015. Prepaid SMS STV of Rs 20 has been introduced that will offer 1000 SMS on BSNL network with validity of 10 days.

BSNL has also added five new prepaid Data STVs. Detailed tariffs of these data packs are mentioned in the table below.

#### **New Data STVs:**

Sr. No.	Bundled Free Usage	Validity of free usage	Data STV (MRP inclusive of service tax)*	Remarks	
1	200 MB	21 days	Rs. 73	offered for a promotional period of 60 days	
2	300 MB	30 days	Rs. 105	offered for a promotional period of 60 days	
3	500 MB	1 days	Rs. 29/-	Valid for one Night (11 PM to 6 AM)	Regular Offer
4	800 MB	1 day	Rs. 45/-	Valid for one Night (11 PM to 6 AM)	
5	2 GB	60 days	Rs. 451/-		

Under tariffs based on prepaid balance BSNL has increased the limit of existing prepaid balance required for getting reduced call charges. Existing condition of maintaining account with more than Rs 1000 has been increased to Rs 2000 along with tariff increase from 40p/min to 50p/min for On-Net local calls. Similarly limits have been increased from Rs

2500 to Rs 3500 and from Rs 5000 to Rs 6000 with no changes in their call charges under Balance Based Tariffs.

**Rationalization of Balance Based Tariff:-**

	Existing	Revised	Existing	Revised	Existing	Revised
<u>Voice Call Charges from home Network</u>	Account Balance More than Rs. 1000	<b>Account Balance More than Rs. 2000</b>	Account Balance More than Rs. 2500	<b>Account Balance More than Rs. 3500</b>	Account Balance More than Rs. 5000	<b>Account Balance More than Rs. 6000</b>
Local On-net	Rs.0.40/Min	<b>Rs.0.50/Min</b>	Rs.0.30/Min	Rs.0.30/Min	Rs.0.20/Min	Rs.0.20/Min
Local Off-net	Rs.0.50/Min	Rs.0.50/Min	Rs.0.45/Min	Rs.0.45/Min	Rs.0.40/Min	Rs.0.40/Min
STD On-net	Rs.0.55/Min	Rs.0.55/Min	Rs.0.50/Min	Rs.0.50/Min	Rs.0.45/Min	Rs.0.45/Min
STD Off-net	Rs.0.55/Min	Rs.0.55/Min	Rs.0.50/Min	Rs.0.50/Min	Rs.0.45/Min	Rs.0.45/Min
<b>Note:</b>						
1. The BBT facility is applicable to Per Minute plan customers.						
2. The BBT facility is not to be applicable to Per sec plan, Pyari Jodi, Jai Jawan , RTP Plan ,RTP-FR Plan customers.						

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**BSNL rationalizes validity period of Prepaid Data Packs.**

State run telecom PSU BSNL has rationalized its tariffs of Prepaid Data Tariffs. Mostly it has slashed validity period by 1 to 2 days without changing any data benefits. Data STV 39 has reduced validity of 6 days while validity period of 14 days of Data STV 78 is revised to 12 days. Similarly validity period of STV 98 is trimmed from 19 days to 17 days, STV 139 to 19 days , STV 155 to 26 days and STV 176 to 28 days. But for STV 561,821, 1011 and 1949 validity period have been increased as a promotional offer for a period of 90 days . STV 561 will have a new validity of 60 days while STV 821,1011 and 1949 will come with 90 days validity period. These tariff changes will come into force from 23rd Feb 2015.

<b>Data STV in Rs.(Inclusive service Tax) (1)</b>	<b>Total bundled free Usage (2)</b>	<b>Validity of freebies (in days) (3)</b>	<b>Revised validity (4)</b>	<b>Data Charges after freebies*** (5)</b>	<b>Data Charges in Rs./MB*** (For APN 'bsnlstream) (6)</b>
<b>17</b>	<b>90MB</b>	<b>2</b>	<b>2</b>	<b>2p/10KB</b>	<b>0.25</b>
<b>39</b>	<b>200 MB</b>	<b>7</b>	<b>6</b>	<b>2p/10KB</b>	<b>0.25</b>
<b>78</b>	<b>450 MB</b>	<b>14</b>	<b>12</b>	<b>2p/10KB</b>	<b>0.25</b>
<b>98</b>	<b>650 MB</b>	<b>19</b>	<b>17</b>	<b>2p/10KB</b>	<b>0.25</b>
<b>139</b>	<b>1 GB</b>	<b>20</b>	<b>19</b>	<b>2p/10KB</b>	<b>0.25</b>
<b>155</b>	<b>1 GB</b>	<b>28</b>	<b>26</b>	<b>2p/10KB</b>	<b>0.25</b>
<b>176</b>	<b>1 GB</b>	<b>30</b>	<b>28</b>	<b>2p/10KB</b>	<b>0.25</b>
<b>251</b>	<b>2 GB</b>	<b>30</b>	<b>30</b>	<b>2p/10KB</b>	<b>0.25</b>
<b>561</b>	<b>5 GB</b>	<b>30</b>	<b>60*</b>	<b>2p/10KB</b>	<b>0.25</b>
<b>821</b>	<b>7 GB</b>	<b>60</b>	<b>90*</b>	<b>2p/10KB</b>	<b>0.25</b>
<b>1011</b>	<b>10 GB</b>	<b>30</b>	<b>90*</b>	<b>2p/10KB</b>	<b>0.25</b>
<b>1949</b>	<b>20 GB</b>	<b>60</b>	<b>90*</b>	<b>2p/10KB</b>	<b>0.25</b>

\* validity revised for a promotional period of 90 days w.e.f. 23.02.2015 i.e., validity of these four STVS will be applicable as per column (3) after promotional period of 90 days.

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## broadband services

An increasing competition and constraints in its capacity expansion plan led BSNL to post a loss of Rs 1,823 crore in 2009-10



Ошибка! Недопустимый объект гиперссылки.

State-run telecom major Bharat Sanchar Nigam Limited (BSNL) is in discussions with cable operatorsto offer broadband services using cable network for last-mile connectivity in small cities and towns.

“We are in talks with various cable operators to use their access to each and every household. It will

be a profit-sharing arrangement," BSNL's chairman and managing director, Anupam Shrivastava, told the Business Standard.

BSNL has already tested and tried such a model in few locations and the service will be across the country (except Delhi and Mumbai where Mahanagar Telephone Nigam Limited operates) in the next financial year.

The last-mile connectivity of cable operators will be used with BSNL's optic-fibre network, he said.

Through various measures, BSNL expects to double its revenues from data and broadband services to Rs 15,000-16,000 crore in the next two to three years. Currently, it generates Rs 1,350 crore from the data segment and Rs 7,500 crore from the broadband segment. While mobile services account for revenues of Rs 13,500 crore.

Currently, the focus is on data services — Wifi, broadband and 4G (fourth generation) to increase its revenue flows. The company has been offering discounts for its landline and broadband services.

Through the National Optical Fibre Network (NOFN), the government has plans to offer broadband services in rural areas. NOFN will connect 250,000 gram panchayats by December 2016 at an estimated cost of Rs 30,000-35,000 crore. Once implemented, NOFN will provide 100-Mbps (megabytes per second) bandwidth to ease broadband services.

NOFN is being funded by the Universal Service Obligation Fund (USOF), that is built with contributions from private telecom operators. However, for end-to-end services, service providers will have to set up their own infrastructure at the gram panchayats.

According to data from the Telecom Regulatory Authority of India (Trai), the number of wired broadband subscribers grew marginally to 15.32 million in December 2014 from 15.23 million in November 2014.

Shrivastava, in an earlier interview with the Business Standard, had said, "We realised we missed the mobile bus in 2006, when the penetration of cell phones was only 40-45 per cent. Now, the penetration of mobiles has moved up to over 90 per cent. This is the journey, mainly voice, that BSNL has missed. But we want to make sure we are the leaders in data services. The age of voice is over and data is the next thing. We are in a strategic position, be it mobile, landline or optic-fibre network."

An increasing competition and constraints in its capacity expansion plan led BSNL to post a loss of Rs 1,823 crore in 2009-10. He now aims to bring back BSNL into profits in two-three years.

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## BSNL to Slash 3G Data Rates by 50 Percent



Image: AP

Against the trend of rising mobile Internet tariff, state-run telecom company BSNL is likely to cut its 3G data rates by at least 50 percent once the next phase of its network expansion is completed.

"We estimate that 3G data rates can be reduced by at least 50 percent compared to prevailing rates under phase 8 of our network expansion," BSNL Chairman and Managing Director Anupam Shrivastav told PTI in an interview in Barcelona.

The company at present offers 3G mobile Internet at par with 2G rates of leading of telecom companies. It sells 1GB of 3G mobile Internet service for Rs. 175 and 2GB for Rs. 251.



"We have utilised over 90 percent of 3G capacity. If we reduce tariff right now, there can be sudden increase in traffic and network may not be able to bear the load. Once we expand this capacity to handle adequate traffic under phase 8, we will reduce rates," Shrivastav said.

The company is at present working on phase 7 network expansion plan which has an outlay of about Rs. 4,800 crores and is expected to be complete it by June this year.

The public sector firm has started working on phase 8 network expansion plan and expects to start issuing tender for this phase in the first quarter of financial year 2015-16.

The company was allocated 3G spectrum in 2009 but it has not been able to invest between 2009-13 in building network due to various procedural issues and mainly due to cash crunch that it faced after paying for two sets of airwaves - 3G and broadband wireless access spectrum in 2010.

Shrivastav said that to increase mobile Internet traffic capacity BSNL is tuning its network for next generation Internet ids known as IPv6 and adding more 3G capacity in its regional node centres.

Under phase 8, BSNL has plans to integrate Wi-Fi hotspots that it is rolling out in 2,500 cities and towns with 3G by end of next year to increase network capacity. "We are integrating our 3G network and these Wi-Fi hotspots for offloading traffic from 3G network. To connect with Wi-Fi, BSNL subscriber would not require any kind of permission. The 3G subscriber will automatically connect with wifi hotspot once he is within the range and free 3G network," Shrivastav said.

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BSNL Investing Rs. 11,000 Crores to Improve Services: Prasad



State-run telecom company BSNL is investing an over Rs. 11,000 crores to improve its all-round services including strengthening network, modernising telephone exchanges and installing mobile towers in the naxal-dominated areas, Parliament was informed Wednesday.

"BSNL and MTNL are taking several steps to enhance revenues through investments to strengthen its network and focus on consumer care and service delivery to improve quality of service," Telecom Minister Ravi Shankar Prasad informed the Lok Sabha in a written reply.

Both companies have drastically lost their subscriber base mainly due to inadequate investment that led to network coverage issues, inability to

compete with private sector telecom firms with regard to marketing and customer satisfaction, he said.

As per details shared by the minister, BSNL is augmenting its mobile network by installing additional 14,421 2G mobile sites and 10,605 3G sites with an estimated investment of Rs. 4,804 crores.

The state-run firm is modernising all telephone exchanges with an investment of about Rs. 600 crores for improving landline services. It is also migrating old technology system in exchanges in an agreement with C-DoT at an estimated cost of Rs. 350 crores.

The government has assigned work to BSNL to install 2,199 mobile towers in naxal-affected areas at an investment of Rs. 3,567.58 crores and provide mobile connectivity to uncovered villages in Arunachal Pradesh and two districts of Assam with an investment of Rs. 1,975.58 crores.

On MTNL, Prasad said MTNL is also adding 1,080 3G mobile sites each in Delhi and Mumbai along with 800 2G sites in Delhi and 566 2G sites in Mumbai.

The minister also mentioned that MTNL is modernising its telephone exchange in same manner as BSNL. He, however, did not disclose the investment that MTNL is making in various projects.

"MTNL has been unable to invest in expansion and modernisation of network due to financial crisis. BSNL has been unable to invest in expansion of its network over the period 2009-13," Prasad added.



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## Airtel, BSNL to Sign Pan-India Intra-Circle Roaming Pact



BSNL's mobile network covers an area of 72 percent of country's population

Telecom operators Airtel and BSNL are likely to sign a pan-India roaming pact within a month to strengthen their 2G mobile services in areas where either of them has a weak or negligible presence.

"We are soon going to sign a pan-India intra-circle roaming agreement with Airtel with a focus to strengthen coverage in rural areas. Commercials are being worked out.

This is most likely to signed within a month," BSNL Chairman and Managing Director Anupam Shrivastava told PTI.

When contacted, Airtel did not comment on the matter.

Shrivastava said the deal is a part of the BSNL strategy to spend carefully on building infrastructure and use sharing rules to bring down operational cost besides providing good network to consumers.

"We have made 'co-opetition' (co-operative competition) as one of the key strategies. Under this we are looking at opportunity where we can co-operate with other players to expand our business," he said.

BSNL has invested about Rs. 4,000 crores in the latest network expansion (phase 7). It is expected to be completed by June 2015.

Airtel claims its mobile network with 1,42,898 base stations covers an area of 87 percent of India's population.

BSNL's mobile network covers an area of 72 percent of country's population which will further increase after completion of phase 7 network expansion.

The state-run telecom firm will have about 1,10,000 base stations after June this year.

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## BSNL, MTNL, Videocon Planning on Lowering Call Rates



Telecom companies BSNL, MTNL and Videocon are considering reducing call rates after telecom regulator Trai cut down interconnection charges.

"Removal of fixed termination charges will help BSNL serve its customer better. We will come up with better offers in next financial year. Customers will have more affordable services," BSNL Chairman and Managing Director Anupam Shrivastav told PTI.

Early this week, the Telecom Regulatory Authority of India removed network interconnection charges that a landline service provider pays to other service providers for transmitting its customers' phone calls.

Now, calls made from landline-to-landline or landline-to- mobiles will not include the interconnection charge, which was Rs. 0.20. Trai also reduced network interconnection usage charges (IUC) on calls made from mobile phones by about 30 percent to Rs. 0.14 per call from Rs. 0.20 earlier.

"We will follow industry on mobile call rates. If they pass on this benefit to consumers, we will also do it," Shrivastav said.

Other state-run firm MTNL, which operates in Delhi and Mumbai, said that the move is in line with government's agenda to encourage adoption of fixed line for increasing broadband penetration in the country.

"Passing on benefit to consumers will be considered. It would be highly appreciated if Trai also reduces termination charges on SMS. At present an operators has to pay 2 paise for each SMS between person to person and 7 paise on promotional messages," MTNL Chairman and Managing Director PK Purwar said.

Private telecom operators Uninor and Videocon also appreciated the new regulation.

"We do intend to pass on the benefit of this change in IUC (interconnection usage charge) regime to our customer by means of reduced tariffs for Local and STD Calls," Videocon Telecom Director and CEO Arvind Bali said.

Uninor said that lower IUC regime offers a level playing field to new operators and give more flexibility to tariff planning.

There was no response from incumbent players. These players proposed Trai to increase IUC charges.

Telecom subscribers cannot communicate with each other or connect with other networks unless necessary interconnection arrangements are in place.

A telecom company is required to pay interconnection charges when its subscriber make call to subscriber of other network. The charge gets added up in final price that a subscriber has to pay.

Industry body COAI said that it sees new regulation as a balanced one as it did not increase charges as per the submission of the larger players nor did it reduce it to zero as requested by some new telecom operators.

"The reduction of IUC to zero for land line networks will be a benefit to landline users who may see some reductions in calling rates. However, the danger to watch for is that this arbitrage opportunity is not misused to redirect traffic through landline networks," COAI Director General Rajan S Mathews said.

<p><b>***ENJOY ALWAYS BSNL 50MB FREE DATA OFFER WHILE YOU TOPUP Rs.100 &amp; Rs.200</b></p>	<p><b>FULL TALK TIME OFFER FOR Top -UP' s Rs.150,250&amp;550 (ஃபுல் டு,கேள் வேல்யு) UPTO 23.03.2015</b></p>
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