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BSNL Marketing cell,Thanjavur

Closed user group mobile network to connect 1.1 lakh police personnel in TN



Vinit Dev Wankhede , Inspector General of Police,Chennai

BSNL will provide network

Chennai, March 14:

A closed user group (CUG) mobile network will connect 1.1 lakh police personnel in Tamil Nadu to disseminate information instantly right from the Director-General of Police to a constable.

Family members of policemen will be included in CUG in future, taking the total number of people to around 8 lakh, said a senior police official.

Biggest network

BSNL will provide the CUG network, which could be one of the biggest such networks in the country, according to Vinit Dev Wankhede, Inspector General of Police, Technical Services, Tamil Nadu. The Department is now focussing on developing mobile apps for personnel administration, he said at the CII Mobile Conference 2014. At present the CUG is available at the police station level. However, the state-wide CUG will help send the message from a central server room set up in Chennai.

Wankhede said the State police department wants to use the mobile platform as an efficiency tool, as an internal administrative tool and improve transparency in delivering services to citizens. Mobile has also created a new kind of challenge for the Department as the same platform is being used by criminals.

He sought the help of private sector companies in developing solutions to curb this growing menace.

Social media also causes problem. For instance, in the recent Muzaffarnagar riots, people shot pictures and uploaded them in social media creating big law and order problem. It is difficult to stop this, he said.

Control room

The Department is setting up a State Master Control Room in Chennai and many of the systems are based on mobile-platform.

There will be Emergency Call Management System. For instance, if one dials 100 from any part of the State, it will land in the control room in Chennai, and the call will be diverted to the respective area for action. Earlier, it worked in silos with each district having its own jurisdiction.

It is also planning a First Response Management System where nearly 500 vehicles on the road to attend to emergency calls, he said.

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BSNL broadband “BB Home Combo 950” plan going to be Rs.950 to Rs.999 from 01.04.2014

Subject: Enhancement of FMC under "BB Home Combo ULD 950" BB plan from Rs. 950/- to Rs. 999/- in Tamilnadu circle - reg.

1. CGMT Tamilnadu Circle may kindly refer to his office proposal letter no. MKTG/CS-CFA/Tariff Proposal/2012-14/ (Pt II)/1 dated at Chennai-6 the 15-02-2014, seeking approval for enhancement of FMC under "BB Home Combo ULD 950" BB plan from Rs. 950/- to Rs. 999/- in Tamilnadu Circle.
2. The proposal has been examined in this office and the Competent Authority has decided "to enhance the FMC under "BB Home Combo ULD 950" BB plan from Rs. 950/- to Rs. 999/- in the Tamilnadu circle only".

The revised FMC of the "BB Home Combo ULD 950" plan is as follows:-

Particulars	Existing	Revised
Plan Name	BB Home Combo ULD 950	BB Home Combo ULD 999 CS22
FMC (Rs.)	950	999
Annual Payment option (Rs.) [11*FMC]	10450	10989
Two Years Payment option (Rs.) [21*FMC]	19950	20979
Three Years Payment option (Rs.) [30*FMC]	28500	29970

3. The above instructions shall be **effective w.e.f 01-04-2014 in Tamilnadu circle only.**
4. Existing BB customers, who are already under Annual/Two year/three year payment option before revision in tariff, they may not be charged tariff till the expiry of their current Annual/Two year/three year subscription.
5. **The circle shall ensure to comply with all regulatory requirements.**
6. **Customers may also be informed suitably in advance about the revision in tariff.**
7. All other relevant terms and conditions, as mentioned in earlier Circulars, shall remain unchanged.
8. This circular is issued based on the approval of Competent Authority in Broadband cell file No. 64-03/08-BB/Pt.-4. For any queries/clarification in this regard, matter may be taken up with Broadband Section, BSNL Corporate Office, Janpath, New Delhi-110001 (Tel. No. 011-23322064 and Fax No. 011-23734052).

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BSNL Full usage offer for 90days from 25.03.14 –Rs.200 to Rs.999...10% extra for Rs.1000 to Rs.2999

Sub: Promotional offers during the festival season under mobile services-reg.

Kindly refer to this office order of even No. dated 20.12.2013 vide which promotional offers with regard to prepaid mobile services were offered. Now based on feedback received from field units it has been decided by the competent authority to re-launch the promotional offers as under:-

- i) Full usage value equal to MRP on GSM Top-up vouchers/C-top-up/Flexi top-up with MRP from Rs.200 to Rs.999.
- ii) 10% extra usage value on MRP on GSM Top-up vouchers/C-top-up/Flexi top-up with MRP from Rs.1000 to Rs.2999.
- iii) In circles, where the talk value offered with top-up vouchers is more than the MRP of top-up vouchers, the higher talk value already offered will prevail till their validity.
- iv) The above offer will be applicable for a limited period of 90 days from **25.03.2014**.

2. This may be brought to the notice of all concerned for taking necessary action in this regard. Press note and proper advertisement as deemed fit may be made to generate adequate response. Circles may also send SMS conveying the above scheme to the customers.

3. Circles have to update their website and report the same to TRAI as per tariff reporting requirement of TRAI.

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**Jan 2014: 772.62M Active Mobile Connections In India;
BSNL Loses 1.57M Connections**

Mar 13th, 2014

According to the Indian telecom regulator **TRAI**, India added 10.23 million “active” connections during the month of January 2014, while it added 7 million total connections during the month. This indicates that several users who hadn’t been using their extra SIM card, began using it since the call rates have gone up and the propensity to use an additional SIM for cheaper calls might have increased.

This is the fifth consecutive month where India has added more number of “active” mobile connections than the total number of connections.

Another interesting thing worth noticing is the continued dominance of the top three and the top four telecom operators in the country: Airtel, Idea and Vodafone combined, account for 55.22% of the total mobile connections in India, and 62.2% of the active connections. With RCOM, the top four telcos account for 68.3% of the total mobile connections in India and 76.4% of the active connections.

Top Four Telecom Operators in India - January 2014				© MEDIANAMA	
Telcos	Total	Total additions	% of Total	% of Total Additions	
Airtel + Idea + Vodafone	493,245,757	5,746,212	55.22%	81.90%	
Airtel + Idea + Vodafone + RCOM	610,894,668	6,152,571	68.39%	87.69%	
Other Telcos	282,419,805	863,985	31.61%	12.31%	
Total (India)	893,314,473	7,016,556			
Telcos	Active	Active Additions	% of Active	% of Total Active Additions	
Airtel + Idea + Vodafone	480,890,310	6,619,407	62.24%	64.68%	
Airtel + Idea + Vodafone + RCOM	590,962,632	7,081,666	76.49%	69.20%	
Other Telcos	181,665,056	3,152,553	23.51%	30.80%	
Total (India)	772,627,688	10,234,219			

The split between various telecom operators, in terms of active connections

Indian Wireless Connections (Active) - January 2014						© MEDIANAMA	
Telcos	Active %	Dec-13	Jan-14	%Change	Change		
Bharti Airtel	96.16%	190,926,611	193,127,508	1.15%	2,200,898		
RCOM	93.56%	109,610,062	110,072,321	0.42%	462,259		
Vodafone	95.70%	153,398,137	155,214,201	1.18%	1,816,064		
BSNL	59.36%	55,445,059	56,223,961	1.40%	778,902		
Tata Teleservices	67.53%	42,541,065	42,675,625	0.32%	134,560		
Idea Cellular	101.79%	129,946,156	132,548,601	2.00%	2,602,444		
Aircel	64.53%	42,970,777	44,166,959	2.78%	1,196,182		
MTNL	59.34%	2,014,485	2,074,059	2.96%	59,575		
Loop Telecom	48.85%	1,411,966	1,439,421	1.94%	27,455		
MTS	64.05%	5,989,159	6,052,742	1.06%	63,584		
Uninor	75.31%	24,893,801	25,542,414	2.61%	648,613		
HFCL	54.72%	1,052,813	1,106,649	5.11%	53,836		
S Tel	0.00%	-	-	0.00%	-		
Videocon	56.74%	2,189,213	2,401,892	9.71%	212,678		
Etisalat+Allianz	0.00%	-	-	0.00%	-		
All Operators	86.49%	762,393,468	772,627,688	1.34%	10,234,219		

Active Connection Base

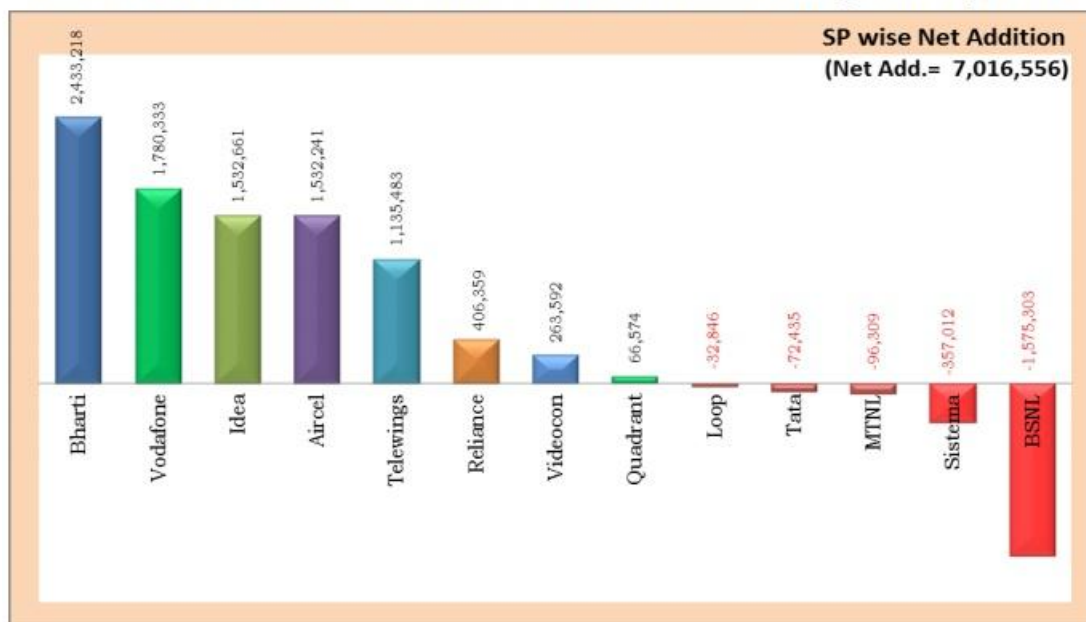
The Active connection data represents peak VLR (Visitor Location Register) data for the month. Some stats:

- There were 772.62 million active connection in the month of January.
- **Idea has 101.79% of its connections active** – the maximum among all the operators. TRAI says the percentage of active connections is more than 100% due to in-roamers.
- **Airtel has the second highest active connection base** of 96.16%, followed by Vodafone at 95.70%.

In terms of the number of active connections, Airtel leads with 193.12 million connections followed by Vodafone at 155.21 million connections.

Indian Wireless Connections - January 2014						©MEDIANAMA	
Telcos	Dec-13	Jan-14	Additions	Change	Active		
Bharti Airtel	198,406,537	200,839,755	2,433,218	1.23%	193,127,508	96.16%	
RCOM	117,242,552	117,648,911	406,359	0.35%	110,072,321	93.56%	
Vodafone	160,407,965	162,188,298	1,780,333	1.11%	155,214,201	95.70%	
BSNL	96,292,218	94,716,915	-1,575,303	-1.64%	56,223,961	59.36%	
Tata Teleservices	63,267,497	63,195,062	-72,435	-0.11%	42,675,625	67.53%	
Idea Cellular	128,685,043	130,217,704	1,532,661	1.19%	132,548,601	101.79%	
Aircel	66,911,830	68,444,071	1,532,241	2.29%	44,166,959	64.53%	
MTNL	3,591,522	3,495,213	-96,309	-2.68%	2,074,059	59.34%	
Loop Telecom	2,979,460	2,946,614	-32,846	-1.10%	1,439,421	48.85%	
MTS	9,807,039	9,450,027	-357,012	-3.64%	6,052,742	64.05%	
Uninor	32,780,881	33,916,364	1,135,483	3.46%	25,542,414	75.31%	
HFCL	1,955,811	2,022,385	66,574	3.40%	1,106,649	54.72%	
Videocon	3,969,562	4,233,154	263,592	6.64%	2,401,892	56.74%	
All Operators	886,297,917	893,314,473	7,016,556	0.79%	772,627,688	86.49%	

B. Service Provider wise net subscriber addition during January, 2014



Mobile Operator Leaderboard For January 2014:

- Airtel added 2.43 million connections, taking its connection base to 200.83 million.
- Vodafone added 1.78 million connections, taking its connection base to 162.18 million.
- Idea added 1.53 million connections, taking its connection base to 130.21 million.
- Aircel added 1.53 million connections, taking its connection base to 68.44 million.
- BSNL lost 1.57 million connections, taking its connection base to 94.71 million.

Indian Wireless Connections - January 2014						© MEDIANAMA
Circles	Dec-13	Jan-14	Additions	Change	Active	
Andhra Pradesh	65,649,435	66,382,809	733,374	1.12%	58,138,064	87.58%
Assam	15,042,208	15,210,559	168,351	1.12%	13,750,345	90.40%
Bihar	59,166,171	60,067,464	901,293	1.52%	53,580,178	89.20%
Delhi	42,164,060	42,449,613	285,553	0.68%	35,967,557	84.73%
Gujarat	53,346,746	53,925,047	578,301	1.08%	48,349,197	89.66%
Haryana	20,498,940	20,747,116	248,176	1.21%	17,313,468	83.45%
Himachal Pradesh	7,129,296	7,155,127	25,831	0.36%	6,060,393	84.70%
J & K	7,593,856	7,679,678	85,822	1.13%	6,363,381	82.86%
Karnataka	54,351,481	54,786,346	434,865	0.80%	47,039,557	85.86%
Kerala	31,325,549	31,582,273	256,724	0.82%	27,574,483	87.31%
Kolkata	21,876,639	20,768,727	-1,107,912	-5.06%	18,594,241	89.53%
Madhya Pradesh	54,764,208	55,289,282	525,074	0.96%	49,821,172	90.11%
Maharashtra	70,483,300	71,391,771	908,471	1.29%	65,816,074	92.19%
Mumbai	30,108,116	30,316,164	208,048	0.69%	25,498,926	84.11%
North East	9,589,014	9,321,465	-267,549	-2.79%	7,735,884	82.99%
Orissa	24,661,900	25,161,959	500,059	2.03%	21,276,953	84.56%
Punjab	30,363,631	30,623,807	260,176	0.86%	25,604,565	83.61%
Rajasthan	50,981,783	51,558,236	576,453	1.13%	44,561,783	86.43%
Tamil Nadu	74,257,212	74,660,985	403,773	0.54%	56,607,959	75.82%
U.P.(E)	74,582,984	75,396,144	813,160	1.09%	63,174,429	83.79%
U.P.(W)	47,383,069	47,657,092	274,023	0.58%	41,547,453	87.18%
West Bengal	40,978,319	41,182,809	204,490	0.50%	38,262,948	92.91%
All Circles	886,297,917	893,314,473	7,016,556	0.79%	772,627,688	86.49%

- In terms of active connections, West Bengal leads with 92.91% active connections, followed by Maharashtra, Assam and Madhya Pradesh. Tamil Nadu has just 75.82% active connections, the lowest among all circles.

- UP (East) has the most number of connections, with 75.39 million connections (75,396,144 connections). Tamil Nadu is second with 74.66 million connections (74,660,985 connections) and Maharashtra is third with 71.39 million connections (71,391,771 connections).

- Bharti Airtel holds the maximum percentage market share of wireless connections at 22.48%, followed by Vodafone at 18.16%, Idea at 14.58%, Reliance at 13.17% and BSNL at 10.60%.

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'Telecom companies likely to hike 2G rates to push 3G usage'

'Telecom companies likely to hike 2G rates to push 3G usage'



• Mar 12, 2014

(Tariffs for 2G and third-generation...)

NEW DELHI: Tariffs for second-generation (2G) and third-generation (3G) data services are likely to converge over time as mobile phone companies could raise prices for 2G data offerings, having lowered 3G data prices in the recent past, a senior executive from Vodafone India said.

Mobile phone companies may adopt this strategy to propel first-time smartphone users to use 3G and push their existing 2G data users to experience faster speeds on 3G, say experts.

"We brought down 3G prices about four months ago and we expect that 2G and 3G prices are going to converge in the future," Vodafone India's Delhi circle head Subrat Padhi said.

However, companies may not be able to lower 3G rates further, Padhi said. He was speaking on the sidelines of an event to launch Vodafone's plans to promote 3G awareness among its own customer base and new smartphone users.

Vodafone said that only a fourth of its 160 million subscribers use smartphones, of which only half use 3G services. The company wants to increase this share of 3G users by making people aware that the technology gives better browsing experience and faster speeds. Top telcos, including Vodafone, had spent thousands of crores in buying 3G bandwidth through auctions in 2010, and had to price the services high to recoup the cost which proved unattractive to cost-sensitive subscribers in India.

Carriers thus have been forced to reduced tariffs of high-speed 3G plans significantly over the past couple of years. Leading telecom companies including [Bharti Airtel](#), Vodafone India and Idea slashed tariffs by over 70% in 2012 in order to boost usage. Since 3G usage has doubled year-on-year for the companies.

In contrast, telcos have raised tariffs for 2G data indicating that the industry is already moving in that direction. The last increase was done four months ago when discounts were cut in various circles and the amount of free data was lowered without touching headline tariffs.

Padhi added that initial signs of convergence were evident as differences between 2G and 3G tariffs had significantly reduced.

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BSNL's optical fibre network may be hived off into a new unit

State-owned BSNL firm has the largest fixed-line infrastructure in the country

New Delhi, March 11:

The Department of Telecom is looking at the possibility of hiving off the optical fibre cable infrastructure owned by Bharat Sanchar Nigam Ltd into a separate entity in a bid to unlock value.

BSNL has the largest fixed-line infrastructure in the country, with a network of over 600,000 route kilometres of optical fibre cable.

The move is part of the Government's decision to hive off various assets owned by BSNL into separate units. This includes the company's land and tower assets. BSNL's cable assets are of high value given that the telecom industry is shifting towards high-speed broadband services.

Fibre-based cable networks act as a backbone to transmit data even on wireless networks. Private telecom companies such as Reliance Jio and Airtel have inked an agreement to share each other's cable network. So far, BSNL has not been able to strike any such deals with private telecom companies.

The Government is hoping that the business opportunity for BSNL will change by hiving off the assets into a separate unit. For example, it is looking to offer an equity stake to private players in the tower asset unit.

Second largest portfolio

BSNL has 61,622 towers, which is the second largest tower portfolio among all telecom companies. Indus Towers, a joint venture between Airtel, Vodafone and Idea Cellular, is the largest player with 120,000 towers.

According to DoT calculations, if the tower assets were a separate entity, that entity would have earned 964 crore in 2012-13. Based on certain assumptions, DoT expects the EBITDA of the proposed tower company to touch 2,357 crore by 2023.

The total asset base of the proposed company is estimated to be 7,226 crore, with fixed assets of 6,517 crore and net working capital of 708 crore.

Since the hiving off will impact BSNL's top line, it has been proposed to incorporate ₹2,500 crore as loans from BSNL at an interest rate of 12 per cent. The earnings by way of interest would neutralise the negative cash impact on BSNL, the note stated. Earnings from the optical fibre network could be much higher as BSNL's infrastructure reaches some of the remotest parts of the country.

Union may oppose move

However, the biggest opposition to this move is coming from the employees union, which has threatened to go on an immediate strike if any decision is taken without discussion.

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70 percent of mobile network operators willing to outsource backhaul

New Delhi, India, 12 March, 2014

- Untapped Business Opportunity for Multiple System Operators (MSOs) to Support Small Cell Rollouts, New Research Finds

At Cable Congress 2014 today, Amdocs, the leading provider of customer experience systems and services, released new research that explores the challenges involved in deploying and managing small cell networks, and identifies an opportunity for cable and satellite providers (also known as multiple system operators, or MSOs) to create new revenue streams through partnering with mobile network operators (MNOs) in the rollout of small cells and Wi-Fi networks.

The survey was conducted in January 2014 by Real Wireless – the leading independent advisory firm on wireless strategy and small cells – and includes 40 national and large regional MNOs, MSOs and converged wireless/wireline operators from North America, Europe and APAC. The report is available for download [here](#).

Key findings include:

- Small cell rollouts are being delayed: while 70 percent of MNOs surveyed plan to have significant small cell deployments by 2018, the majority predict slow rollout
- MSOs have the necessary skills and experience for small cell deployment: challenges identified by MNOs in small cell rollouts include project management (65 percent), negotiation with partners (45 percent) and technical aspects (40 percent) – challenges that MSOs are well placed to overcome through their expertise in the installation and maintenance of dense networks in the field
- MNOs willing to partner: to succeed, 70 percent of MNOs are prepared to use small cell networks rolled out by or owned by a third-party, such as an MSO

- MSOs need to recognize and capitalize on their small cell expertise: 85 percent of MSOs believe that technical aspects of small cell rollout are different from their normal deployments and as a result only 40 percent of MSOs have plans to support small cell deployments this year. This is surprising given that 70 percent have either already launched or plan to launch public Wi-Fi, which has very similar requirements to small cells in terms of backhaul, power and installation
- Automation tools will be critical: 85 percent of respondents believe that automation is critical or important for small cell deployment; however 80 percent believe their existing processes and tools are inadequate

“With mobile data traffic predicted to increase 11-fold from 2013-2018¹ small cells represent a critical element of an MNO’s strategy to expand mobile network capacity and improve the overall user experience, yet rollout challenges are causing small cell deployment delay,” said Charles Chambers, managing consultant with Real Wireless. “The research has identified that there is a clear business case for MSOs to partner with MNOs. MSOs have valuable skills and experience that can be applied to small cell deployments and MNOs are looking for these skills. However, for small cell rollout to be successful it’s widely recognized that appropriate workflow and planning tools are required.”

“Automation tools such as the Amdocs Small Cell solution address the technical challenges cited by service providers and reduce network design and deployment time and costs,” said Rebecca Prudhomme, vice president of product and solutions marketing for Amdocs. “While this research indicates that there are many reasons why MSOs should partner with mobile service providers to provide backhaul, automated small cell rollout is also important for MSOs as they expand their Wi-Fi footprint and upgrade their Wi-Fi networks.”

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