

**Welcome to BSNL Thanjavur Marketing cell**

## **Reliance Jio foray: BSNL to launch 4G services, unveil competitive tariff plans**

*'We will launch competitive tariff plans to match Reliance Jio and other private telecom service providers' pricing, be it 4G or 3G, by the end of this year'*

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NEW DELHI: State-run telecom operator Bharat Sanchar Nigam Limited plans to unveil cheaper tariff plans by the end of this year and launch full-fledged 4G services by March 2016 to take on private players including Mukesh Ambani-owned Reliance Jio Infocomm.

"We will launch competitive tariff plans to match Reliance Jio and other private telecom service providers' pricing, be it 4G or 3G, by the end of this year," BSNL chairman-cum-managing director Anupam Shrivastava told ET.

BSNL will close watch Jio, which has announced launch of 4G services by the end of the year, and it will use airwaves in 2500 Mhz band to launch competitively priced 4G services at select locations before the end of current fiscal, Shrivastava said.

Jio, in addition to pan-India BWA spectrum in 2300 MHz band, has acquired airwaves in 800MHz and 1800MHz in the recently-concluded auctions. Ambani had earlier announced that the company will launch services around December at tariffs ranging from Rs 300 to Rs 500 per month.

Shrivastava further said, "We are taking Wi-Fi route for our 4G services and also talking to telecom operators for spectrum sharing."

Wi-Fi technology connects through 2G or 3G network and acts as a 4G hotspot to delivers high-speed data services to consumers.

"We have spectrum in 2.5 Ghz across 15 Licensed Service Areas (LSAs) in the country and we are planning to launch 4G services by the end of the current fiscal year," the BSNL top executive said.

BSNL's discussions with Russia's MTS India arm, which has spectrum in 800 MHz band, have however not materialized, Shrivastava said.

The state-run operator is also evaluating device-bundling options for 4G services and is currently in talks with various device manufacturers for consumer-friendly schemes.

"We compete with each other and share infrastructure with Reliance Jio as well. In today's scenario, it should not be seen as a competition as the objective is to serve consumers," Shrivastava said.

In 2014, Jio had entered into a pact with BSNL for telecom infrastructure sharing and is currently using the state-run operator's 4,000 mobile towers.

As a part of its revival strategy, BSNL, which has the largest 3G footprint in the country, is looking at aggressive marketing plans and also boosting broadband internet speed of all data plans staring at Rs 545 to 2 Mbps from October 1.

It has recently started free night calling facility between 9 pm and 7 am to all operators and free incoming on roaming, which, according to the company, is helping in growing its subscriber base.

BSNL is the only operator to offer free incoming calls while roaming, Shrivastava said.

He said the company added 16 lakh new customers in July and 15 lakh in August due to mobile number portability.

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## **Government's pan-India broadband network not possible before 2018**

*'BharatNet program is in sync with Digital India initiative and we plan to deliver 10-15 Mbps broadband speed to every household'*



NEW DELHI: The

government's ambitious plan to provide broadband internet connectivity across the countryside is likely to be delayed by at least two years because of a sharp escalation in cost, a top executive at the state-run company tasked to implement the project has said.

This could jeopardize Prime Minister Narendra Modi's 'Digital India' initiative as broadband connectivity is the backbone of creating a digitally empowered society where most government services are meant to be delivered through electronic means.

Bharat Broadband Network's (BBNL) chairman & managing director Aruna Sundararajan told ET that the rollout of the national broadband network, recently rechristened BharatNet, will not be possible before December 2018 "as the scale of the project and funds requirement have increased more than three-fold". The original deadline for completion of the network was December 2016.

BBNL is the central executing agency of BharatNet, which envisages high-speed broadband connectivity across 2.5 lakh gram panchayats.

The cost of the project has shot up to Rs 72,000 crore from the original estimate of Rs 21,000 crore. "The government is yet to approve the revised project cost," Sundararajan said.

She said the national broadband network had managed to reach only 10% or 25,204 of the targeted 2.5 lakh gram panchayats till date. Only Kerala, Chandigarh, Puducherry and a third of Karnataka have been connected so far through fibre optic cables for broadband access.

Earlier this year, the telecom department (DoT) had approached the Prime Minister's Office (PMO) for a nine-month extension of the national broadband rollout to December 2016, citing delayed procurement of key devices that will carry voice, data and video signals over the countrywide fibre-optic network.

"BharatNet program is in sync with Digital India initiative and we plan to deliver 10-15 Mbps broadband speed to every household," the top official added.

A total of 58,400 kilometres of optic fibre has been laid across India till now.

In addition, under Digital India plan, 3 lakh schools, 30,000 health centres and 2 lakh government institutions are expected to be connected with high-speed broadband services.

BBNL will also be installing 2.5 lakh public Wi-Fi hotspots, which according to Sundararajan, were not there in the original plan. Matters came to a head around May when an expert panel recommended that execution of BharatNet be linked with the Digital India initiative. The objective of syncing the two projects was to facilitate availability of government documents and certificates over cloud for citizens in all 2.5 lakh gram panchayats covering 6 lakh villages and also empower villagers to access their digital identity over a high-speed broadband network.

The expert panel included former department of electronics & information technology secretary J Satyanarayana, ex-Nasscom presidents Som Mittal and Kiran Karnik, and Sundararajan, who is also administrator of the Universal Services Obligation Fund (USOF), which is the principal funding agency for the national broadband rollout.

The USOF is an independent telecom department (DoT) arm that subsidises telecom infrastructure rollouts in rural, remote or commercially unviable areas. It is made up of funds from telecom operators.

In this context, Sundararajan said the telecom department and USOF are exploring ways to meet the additional funds requirement. However, this exercise is likely to gain momentum after the Cabinet approves the sharp cost escalation of the national broadband project.

The Digital India initiative is heavily dependent on BharatNet as it is targeting 1.75 million broadband connections by 2017 and 600 million by 2020.

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# Can BSNL reboot itself?

The public-sector telecom operator should be able to hive off its tower unit soon and will get a generous infusion of funds from the government over the next five years



State-owned Bharat Sanchar Nigam Ltd, or BSNL, after it got nearly decimated by private telecom operators in the business of voice calls, is leaving no stone unturned to get a piece of the action in the data business. As voice calls turn into a commodity, most telecom operators have started to focus on data, the next big thing.

In a move that will ease its cash flows, the Cabinet has given an in-principle approval to BSNL's long pending proposal to hive off its towers into a new subsidiary. The idea, of course, is to sell a stake in the towers company to an investor and unlock value. It is expected to be valued at Rs 20,000 crore.

Besides, an investment of about Rs 39,000 crore over the next five years has been lined up to expand its core network and to help it launch more services such as 4G and Wi-Fi.

To turn around the company, which is mandated to operate in the entire country except Delhi and Mumbai, won't be a simple matter, though. Cutthroat competition and constraints in its capacity expansion plan led BSNL to post a loss of Rs 1,823 crore in 2009-10 for the first time since its inception in 2000. The loss reached Rs 7,600 crore in 2013-14 and stood at Rs 7085 crore in 2014-15.



BSNL Chairman & Managing Director Anupam Shrivastava, who took over the reins of the ailing company earlier this year, has his task cut out. The huge loss does not bother Shrivastava - he hopes to take BSNL back to profits within the next three years.

After taking over, Shrivastava had said that BSNL has been making losses mainly because of depreciation of assets and administrative costs, which account for 55 per cent of the revenues. However, the operational needs are being through internal cash accruals.

"With a topline of Rs 28,000 crore and debt of Rs 4,500 crore, the situation is not that bad. The first priority is to change the direction of the company in such a way that losses are reduced year after year and there is enough compensation on depreciating assets," Shrivastava had said.

Will the recent initiatives help BSNL turn around? Or is the government throwing good money after bad? Is it headed the Air India way, where the government has sunk in thousands of crores but no signs of a swift turnaround are visible?

## An opportunity

One thing is for sure, the tower business offers a good opportunity for BSNL to raise critical growth capital. It has 65,000 towers, most of them located in the interiors. As metros move towards 100 per cent tele-density, the action is bound to shift to smaller towns and villages: relatively untapped territory. And BSNL's tower infrastructure is already in place - a good way for others to save investments and time. It also owns ample spectrum.

Thus, when BSNL was on the verge of signing an agreement with Mukesh Ambani's Reliance Jio for spectrum sharing, the other private telecom players including Bharti Airtel, Vodafone and Idea Cellular demanded an equal opportunity for themselves. The situation was well captured by a senior official in the ministry of communications and IT who said BSNL is turning out to be an eligible bride who is getting many suitors, and the government is indeed elated seeing this state of affairs.

BSNL will outsource the operations and management of its towers across India, as it prepares to form the second-largest tower firm in the industry. Indus Towers, a joint venture between Bharti Airtel, Vodafone and Idea Cellular, is the largest player in the country with about 120,000 towers. The contract is expected to be valued at Rs 1,500-2,000 crore and expressions of interest will be invited within the next few weeks. The outsourcing will enable BSNL to reduce its expenses by 15-20 per cent.

## The next move

Analysts say it is a wise move. "The demerger of the tower business will help unlock value. The demerged entity can improve tower tenancies by making available the towers to all private sectors, says Deloitte Haskins & Sells Partner Hemant Joshi. "This will also lead to better usage of national assets."

The capital and organisational structures of the new tower unit will be formulated by an inter-ministerial group.

Currently, BSNL generates revenue of about Rs 200 crore from its tower business and expects it to go up to Rs 2,000 crore once the tower unit is formed. As of now, BSNL has leased out 4,500 towers to Reliance Jio and about 1,500 to Bharti Airtel. A senior officer from BSNL says conflict of interest has been the main problem in leasing out towers to private telecom operators so far, which will be erased once the new unit is in place.

Meanwhile, BSNL wants to integrate WiFi with its mobile network to provide users a seamless experience of 3G and WiFi service. "BSNL has missed the voice journey. But we want to make sure we are the leaders in

data services. The age of voice is over and data is the next big thing," says Shrivastava. "We are in a strategic position, be it mobile, landline or optic fibre network."

At the moment, data and broadband is small for BSNL: it contributes 10 per cent of the company's revenue, though its share is on the rise. For the industry, data's contribution stands at around 13-16 per cent. But the market is tough. One thing is for sure: it won't be a cakewalk for BSNL.

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## Airtel, Idea hike data charges by 20% for postpaid users

Bharti Airtel and Idea Cellular have hiked charges for postpaid customers by 20 percent in various circles, including the national capital.

• Telecom operators Bharti Airtel and Idea Cellular have hiked data charges for postpaid customers by 20 per cent in various circles, including the national capital.

As per information posted on the companies' websites, Airtel has raised data tariffs in Delhi, Haryana, Himachal Pradesh, Maharashtra, Punjab, Rajasthan, UP East and UP West circles.

Idea Cellular has done the same in Delhi, Punjab and UP West.

Postpaid customers of both operators in the designated circles will now have to pay

**Rs 300 for 1GB 3G data usage, as against Rs 250 earlier.**

Vodafone, however, has not raised data charges in the postpaid category and continues to offer 1GB 3G data for Rs 250.

Airtel, Idea and Vodafone had raised pre-paid data tariffs for 2G and 3G services in Delhi by up to 47 percent in June following the spectrum auctions in March, when operators acquired airwaves worth Rs 101,000 crore.

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**MTNL, BSNL TO MERGE IN DEC, GET NEW AVATAR FROM FY 2016**



## BSNL to Boost Minimum Broadband Speed It Offers From 512Kbps to 2Mbps



Image: Pixabay

State-run telecom service provider Bharat Sanchar Nigam Ltd. (BSNL) on Monday decided to upgrade landline broadband speed to minimum 2Mbps at no additional cost for broadband customers on pan-India basis from October 1.

Union Minister for Communication and Information Technology Ravi Shankar Prasad launched the facility in Gurgaon.

The BSNL's move came in the light of Narendra Modi government's Digital India initiatives.

Speaking on the occasion, Prasad said BSNL works efficiently in natural calamities and it has proved this in Jammu and Kashmir floods, Nepal earthquake and Andhra Pradesh cyclones.

"When BSNL can deliver its services well in natural calamities, then it should be able to provide better services during normal conditions," he said.

Directing the BSNL authorities to evolve a system of complaint redressal, the union minister also asked them to do marketing. "I want your interface with people more frequently."

The country is passing through a changing phase, he said, adding that BSNL has to play a significant role in it.

He recalled that he was minister for communications in Atal Bihari Vajpayee's government as well and when that government left in 2004, BSNL was in profit of Rs. 10,000 crores.

Prasad said once again he has been given the same responsibility and during analysis of records, it was found that BSNL was running in loss of Rs. 8,000 crores. "At that very moment I said that BSNL has to improve and I will support."

He said that BSNL is also offering 1GB free email box to their customers from 50MB mail box.

The minister said the speed upgradation will benefit all the existing and new Broadband customers of BSNL.

Under this scheme, BSNL is upgrading the speed of existing Broadband plans of 512Kbps and 1Mbps to 2Mbps speed with no extra charge.

"The speed upgradation will benefit all the existing and new broadband customers of BSNL. Under this scheme, BSNL is upgrading the speed of existing Broadband plans of 512Kbps and 1Mbps to 2Mbps speed," the BSNL said in a statement.

BSNL launched the broadband services over its landline in India in 2005, with speed of 256kbps and above over the state-of-art multi-protocol label switching (MPLS) -based IP infrastructure in urban as well as rural areas.

"This upgradation shall enhance customer experience while surfing on Internet and enjoying live video streaming by all customers even in the low price range. This scheme is expected to attract new customers for subscribing BSNL Broadband customers in an affordable manner," the statement added.

Also present on the occasion was union Minister of State for Planning (Independent Charge) and Minister of State for Defence Rao Inderjeet Singh, who said the nationwide facility would give boost to the IT industry.

CMD of BSNL Anupam Srivastava and CGM of Haryana Circle Ambala R.C. Arya were also present on the occasion.

BSNL will offer minimum of 2Mbps broadband speed from 1 October 2015

| Plan Name                  | Existing Bandwidth                | Revised Bandwidth                      |
|----------------------------|-----------------------------------|--|
| BBG UL 545                 | 512 Kbps Flat                     | upto 2 Mbps till 1 GB, 512 Kbps beyond |
| BBG Combo UL 675           | 512 Kbps Flat                     | upto 2 Mbps till 1 GB, 512 Kbps beyond |
| BBG Rural Combo UL 650     | 512 Kbps Flat                     | upto 2 Mbps till 1 GB, 512 Kbps beyond |
| BB Home UL 645 CS35        | 512 Kbps Flat                     | upto 2 Mbps till 1 GB, 512 Kbps beyond |
| BB Home Combo UL 775 CS36  | 512 Kbps Flat                     | upto 2 Mbps till 1 GB, 512 Kbps beyond |
| BBG Combo UL 5500 CS73     | 512 Kbps Flat                     | upto 2 Mbps till 1 GB, 512 Kbps beyond |
| BBG Combo ULD 845          | 1 Mbps till 6 GB, 512 Kbps beyond | Upto 2 Mbps till 6 GB, 512 Kbps beyond |
| BB Home Combo ULD 899 CS37 | 1 Mbps till 6 GB, 512 Kbps beyond | Upto 2 Mbps till 6 GB, 512 Kbps beyond |

## BSNL Marketing Cell Thanjavur

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### BSNL launches Roaming STVs offering cheap Outgoing call rates

If you are a BSNL subscriber and using your phone in Roaming area, out side of your home circle, You enjoy free incoming calls. If you are using reduced call rate or rate cutter STVs on your mobile plan, that works in your home circle, not in roaming area. In roaming area, the outgoing call charges are little bit higher.

The charges for making outgoing calls in roaming area is same for two plans i.e. per sec plan and per min plan and the charges are 80p/min for On-net local calls and Rs 1.15/min for making off-net STD calls.

But now BSNL users can make cheaper call rates in roaming area too because BSNL today announced launch of three new Roaming STVs as per following picture by which they can make local as well as STD calls @70p/min only.

## Introduction of New Roaming STV (on PAN India basis):



| Details of STV                                    | validity in days | East Zone<br>MRP of the voucher in Rs. (inclusive of S.Tax) | South Zone<br>MRP of the voucher in Rs. (inclusive of S.Tax) | West Zone<br>MRP of the voucher in Rs. (inclusive of S.Tax) | North Zone<br>MRP of the voucher in Rs. (inclusive of S.Tax) |
|---|------------------|---|--|---|--|
| O/G(local and STD) while in roaming @ 70paise/min | 1                | Rs.11(+2)   | Rs. 9  | Rs. 9   | Rs. 9  |
|   | 6                | Rs. 32  | Rs. 33   | Rs. 33  | Rs. 36   |
|   | 28               | Rs. 79  | Rs. 79   | Rs. 79  | Rs. 77   |

2. All other terms and conditions will remain same.
3. The above tariff will be implemented with effect from 07.09.2015.

The prices of roaming STVs are in the range of Rs 9 to Rs 11 for one day, from Rs 32 to Rs 36 for 6 days validity and from Rs 77 to Rs 79 for 28 days validity.

All above STVs will be available across all telecom circles in the country from 7 September, 2015.

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## Now BSNL price of Caller ID Landline telephone instrument for new as well as existing customers across India Rs.600

The state-run telecom venture BSNL has doubled the price of its Caller ID Landline telephone instrument for new landline and broadband customers who opts for the telephone instrument from the company. Earlier, the Caller ID Landline telephone instruments were available to new customers at a discounted rate of Rs. 300 per unit.

As per the latest information, BSNL has already implemented this new rate, and the new price is pegged at Rs. 600/- per unit. The revised charges are applicable on PAN India-basis to all BSNL telecom circles. When

contacted, a BSNL executive told us that existing customers can also replace their old telephone instrument with brand new BSNL Caller ID Landline instrument at Rs. 600.

To bring back old users in the landline segment, BSNL is already providing free night calls to any network. Many BSNL circles have seen tremendous effect after this offer was introduced as a lot of people are applying for new landline connections. Further more, people are switching to landlines as the call drop issue has become quite prevalent on cellular networks. If you are interested to book an new landline connection, but don't have much information about the initial charges, then you can check the chart below for more informations.

| Initial Charges for New BSNL Landline Connection (PAN India Tariff – applicable to all BSNL Telecom Circles in India) |   |         |
|---|---|---------|
| Particulars   |   | Charges |
| Registration Charges (One Time Charges)   |   | Nil     |
| Security Deposit (Refundable)   | Security Deposit for Local + STD  | Rs 500  |
|   | Security Deposit for Local + STD + ISD  | Rs 2000 |
| Installation Charges (One Time Charges)   | Installation Charges in Rural Areas<br><b><u>NO Installation Charges FOR TAMILNADU CIRCLE</u></b><br><b><u>FROM 07.09.2015 TO 11.09.2015L</u></b> | Rs 550  |
|   | Installation Charges in Urban Areas<br><b><u>NO Installation Charges FOR TAMILNADU CIRCLE</u></b><br><b><u>FROM 07.09.2015 TO 11.09.2015L</u></b> | Rs 600  |
| Instrument Charges  | Caller ID Landline Instrument Charges For New Customers / Replacement   | Rs 600  |

For more details, you can contact BSNL's landline and broadband helpline by dialling 18001801503.

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**SSA-wise MNP Gain/Loss statement for TN/CH circle for the month of Aug 2015**

| SSA                    | AUG 2015     |             |              |             | So far upto AUG 2015 |               |               |             |
|------------------------|--------------|-------------|--------------|-------------|----------------------|---------------|---------------|-------------|
|                        | Port In      | Port Out    | Gain/Loss    | Ratio       | Port In              | Port Out      | Gain/Loss     | Ratio       |
| TNCBT                  | 1662         | 845         | 817          | 1.97        | 64721                | 39859         | 24862         | 1.62        |
| TNCDL                  | 567          | 419         | 148          | 1.35        | 21234                | 18243         | 2991          | 1.16        |
| TNCRD                  | 282          | 243         | 39           | 1.16        | 13753                | 11775         | 1978          | 1.17        |
| TNDPI                  | 886          | 400         | 486          | 2.22        | 19480                | 19883         | -403          | 0.98        |
| TNERD                  | 558          | 395         | 163          | 1.41        | 29919                | 20330         | 9589          | 1.47        |
| TNKKD                  | 177          | 320         | -143         | 0.55        | 10416                | 15024         | -4608         | 0.69        |
| TNMDU                  | 769          | 716         | 53           | 1.07        | 31409                | 36530         | -5121         | 0.86        |
| TNNGC                  | 1683         | 349         | 1334         | 4.82        | 42728                | 17245         | 25483         | 2.48        |
| TNNIL                  | 251          | 91          | 160          | 2.76        | 8320                 | 5442          | 2878          | 1.53        |
| TNPY                   | 252          | 269         | -17          | 0.94        | 11356                | 10183         | 1173          | 1.12        |
| TNSLM                  | 1268         | 857         | 411          | 1.48        | 51666                | 36160         | 15506         | 1.43        |
| TNTNJ                  | 307          | 270         | 37           | 1.14        | 12565                | 12959         | -394          | 0.97        |
| TNTR                   | 650          | 497         | 153          | 1.31        | 19556                | 29631         | -10075        | 0.66        |
| TNTT                   | 502          | 281         | 221          | 1.79        | 15965                | 16089         | -124          | 0.99        |
| TNTVL                  | 1685         | 622         | 1063         | 2.71        | 60331                | 22516         | 37815         | 2.68        |
| TNVGR                  | 319          | 300         | 19           | 1.06        | 16027                | 15476         | 551           | 1.04        |
| TNVLR                  | 845          | 649         | 196          | 1.30        | 22293                | 29991         | -7698         | 0.74        |
| <b>TN CIRCLE TOTAL</b> | <b>12663</b> | <b>7523</b> | <b>5140</b>  | <b>1.68</b> | <b>451739</b>        | <b>357336</b> | <b>94403</b>  | <b>1.26</b> |
| <b>CH CIRCLE TOTAL</b> | <b>1057</b>  | <b>2302</b> | <b>-1245</b> | <b>0.46</b> | <b>35180</b>         | <b>117816</b> | <b>-82636</b> | <b>0.30</b> |
| <b>GRAND TOTAL</b>     | <b>13720</b> | <b>9825</b> | <b>3895</b>  | <b>1.40</b> | <b>486919</b>        | <b>475152</b> | <b>11767</b>  | <b>1.02</b> |

1. Only KKD, PY SSAs have Negative gain during Aug 2015.

2. Only NGC, TVL SSAs have been consistently on positive side as far as MNP NET is concerned till Aug 2015. Exemplary performance by all SSAs during the month of Aug 2015

**EXTRA TALK TIME ON TU 1100 FOR 5 DAYS**

| <i>Sl. No.</i> | <i>Details of the offer</i>  | <i>Applicable Top-up MRP in Rs.</i> | <i>Period of offer</i>                               |
|----------------|--|-------------------------------------|--|
| 1              | <b>5 % Extra Usage value on MRP of Topup Voucher/ C-Topup/Flexi Top-up</b> | <b>1100</b>                         | <b>10.08.2015 to 14.08.2015<br/>(Five Days only)</b> |

