

Welcome to BSNL Thanjavur Marketing cell

BSNL launches Combo Voucher at MRP Rs 269 offering 1GB data and Rs 100 Talk time

State-run telecom PSU, BSNL today made an announcement that company is launching a special combo voucher as a limited period promotion for its prepaid subscribers, to celebrate the festival of Raksha Bandhan on PAN India basis starting from tomorrow for 7 days.

The new combo voucher will be available at MRP of Rs 269 but in some circle, the price may differ by plus or minus by Rs 3 and it will allow you to use 1GB of data and will also add talk time worth Rs 100 in your main account. The validity of Combo voucher is 18 days only.

Promotional offer for Rakshabandhan under prepaid mobile services



Denomination of Combo voucher **	Validity for free Data	Details of freebies
Rs. 269	18 days	Free Data 1 GB and Talk Value of Rs.100 (The talk value offered with this combo voucher will increase the main balance.)

Note: **With +/-Rs.3 adjustment in MRP allowed but denomination should not be in multiple of 10.

2. All other terms and conditions will remain same.
3. The above tariff will be implemented with effect from **26.08.2015** on Pan India basis for a promotional period of 7 days.

Alternatively you may go for other way, you may load 1GB data STV, priced at MRP of Rs 155 and having validity of 22 days and a top up voucher which offer talk time equivalent to MRP of the voucher.

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BSNL 3G Unlimited Mobile Internet Prepaid Data Plans | New Launch

Exciting News from BSNL, PSU has introduced BSNL 3G Unlimited Internet Plans for data lovers. This time BSNL is trying to attract high 3G data usage consumers. Till date we are used to search broadband plans for unlimited internet in nature, and this wired

unlimited broadband plans are used to have fair usage policy (FUP) limit after which the plan speed will be reduced, where this time the same concept we can see in newly launched BSNL 3G Unlimited Internet Data Plans ranging from 2GB to 16GB.

As of now, BSNL Unlimited 3G Data STVs of Prepaid will be offered as promotional offer for Haryana and Himachal Pradesh only, Now this Unlimited 3G concept is extended on introduction with new prepaid 3G STV plans for all BSNL Circles of North(Haryana, Punjab, UP(West), UP(East), Himachal Pradesh, Rajasthan, Jammu & Kashmir) and South (Andhra Pradesh (AP / Telangana), Chennai, Karnataka, Kerala, Tamilnadu) Zones as a regular tariff.



As BSNL, earlier mentioned that its line of business will more of a data and its allied services. BSNL wants to participate in a big way when it comes to Data Revolution in India. For the same BSNL participation in Digital India is like a catalyst for the project. BSNL is leading the Pride of Nation project National Optical Fiber Network (NOFN).

To make people on its 3G band feel very good, PSU is going to offer best BSNL 3G STVs and even BSNL Unlimited Data STV with best amount of 3G Plans (STV -399, 629, 2399) having FUP(Fair Usage Policy) Limit in each unlimited 3G tariff plan as follows.

BSNL 3G Data STV Price in Rs.	Validity (in Days)	Free Usage	Additional 3G Tariff Details
399	30	Unlimited Mobile Internet	Speed 80Kbps after 2GB
629	30		Speed 80Kbps after 3GB
2399	60		Speed 80Kbps after 16GB



BSNL also allows this free unlimited 3G mobile internet data usage, while in roaming across India in all BSNL Roaming areas.

To make some room and to upgrade its quality of service for 3G users BSNL is encouraging its consumers to connect high speed and high quality BSNL WiFi hotspots too. With Which the customers who are connected to the network will be use the complete bandwidth, and these newBSNL WiFi Hotspots Tariff is also the best option for the users also, on to which they can browse data at high speeds with a best data plans available across all the service providers.

The only public sector in entire gamut of telecom industry of India is BSNL, who is going in strategic way, so that it is pushing remote areas to come under 3G Span, with this even remote area people are going to get the best high speed BSNL 3G Data Services and makes remote people to avail all their requirements online. So BSNL introducing best 3G Data Plans from time to time according with the users requirement. In this line only PSU has introduced the above BSNL 3G Unlimited Internet Plans with reliable tariff available from 27.08.2015.

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BSNL launches Rs. 56 Internet data pack for 30 days

BSNL is trying to put its stature in all aspects for its existing and new customers for both Prepaid and Post-paid 3G Mobile Services. Just think if you a average monthly data user and requires lowest data with a longer validity. As of now its not possible, but to make it possible, BSNL announces the launch of new cheapest priced best data plan with longer validity of 30days having 250MB and free data roaming across India.

(A) Prepaid Data STV

Data STV in Rs.(Inclusive service Tax)	Total bundled free Usage	Validity of freebies (in days)	Data Charges after freebies***	Data Charges in Rs./MB*** (For APN bsnlstream)
56*	250 MB	30	2p/10KB	0.25

*With +/-Rs.3 adjustment in MRP allowed.

(B) Postpaid Data Add-On

Fixed Monthly Charge in Rs.(Service Tax Extra)	Total bundled free Usage in GB	Data Charges after free usage	Data Charges in Rs./MB*** (For APN bsnlstream)
50	250MB	1p/10KB	0.25

*** Data charges beyond free usage shall be deducted from the available balance in his main account.

New prepaid data STV Rs 56 offer 250MB 2G/3G data for 30 days. For postpaid subscribers Rs 50 data add-on is available offering same benefit. Data charges of 2p/10KB for prepaid and 1p/10KB for prepaid after exceeding bundled free data. Both data packs are available starting 16-07-2015 across all circles. After recent revision of data tariff, cost of BSNL's lowest available

monthly data pack was Rs 198, 1GB for 28 days. With the introduction of new data pack, BSNL subscribers can enjoy whole month internet for as little as Rs 56.

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Surviving competition will be tough **But BSNL keen to strike back**

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 or Rs 200 billion.

Besides, an investment of about Rs 39,000 crore or Rs 390 billion 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 or Rs 76 billion in 2013-14 and stood at Rs 7,085 crore or Rs 71 billion in 2014-15.

Can BSNL reboot itself? 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 met through internal cash accruals.

"With a topline of Rs 28,000 crore or Rs 280 billion and debt of Rs 4,500 crore or Rs 45 billion, 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 or Rs 15-20 billion 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 or Rs 2 billion from its tower business and expects it to go up to Rs 2,000 crore or Rs 20 billion 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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IMPORTANT NOTE to the Officers who are apperaing for E4 to E5 Exam:-

Have a look below site

<http://bsnlexam.tk/>

Any one having CM specail Model paper question answer pl mail to

nathanbsnl@gmail.com

to add this site

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