

Welcome to BSNL Thanjavur Marketing cell

BSNL-Inmarsat satellite phone services set to take off

New Delhi, November 13:

Soon, India will get satellite-based telecom services with Bharat Sanchar Nigam Ltd signing a deal with London-based Inmarsat.

BSNL has already taken the required licence from the Department of Telecom and identified Ghaziabad for locating the satellite gateway. The gateway will be built at a cost of \$8 million.

Through this deal, BSNL will be able to offer satellite-based broadband services using Inmarsat technologies in remote areas of the country. BSNL will also be able to meet the needs of the Defence forces.

Inmarsat is a global satellite services provider and was earlier offering services in India through Videsh Sanchar Nigam Ltd. But this service was practically shut down after the Government divested majority stake in VSNL to the Tatas. Since then the London-based firm has been scouting for partners in India.

US-based satellite services company Iridium had also written to the Telecom Ministry seeking an opportunity to be part of a project being undertaken by Bharat Sanchar Nigam Ltd to set up a satellite gateway in the country. Iridium has said that it should be given a chance to bid for the BSNL project.

@@@@@@@@

Debt management: DoT may offer Rs 11,000 crore loan to address BSNL's concerns

Kalyan Parbat, ET Bureau Nov 14, 2014, 06.51AM IST



(DoT's plans to deal with...)

KOLKATA: The telecom department is considering offering a soft loan of as much as Rs 11,000 crore to a potential combination of loss-making state-run telecom operators Bharat Sanchar Nigam (BSNL) and Mahanagar Telephone Nigam (MTNL) to address BSNL's concerns about taking on MTNL's mammoth debt on its books.

MTNL currently has debt of Rs 14,600 crore, stems from multiple loans taken to buy airwaves four years ago to offer third-generation telecom and broadband wireless services. The burden is likely to lessen to about Rs 11,000 crore, including interest component, by the yearend as MTNL is due to receive a Rs 4,534 crore refund from the Department of Telecommunications (DoT) for its surrendered broadband wireless spectrum and could use most of that to repay loans.

"There is no decision yet, but a possible option to deal with MTNL's dues in the run-up to any potential merger into BSNL is a sizeable long-tenure soft loan at 1-1.5% to the post-merger entity," a top government official aware of the matter told ET. He said such a soft loan would roughly be equivalent to MTNL's outstanding debt at the point of merger with BSNL. MTNL provides telecom services in Delhi and Mumbai, while BSNL offers the same in the rest of India.



DoT's plans to deal with MTNL's debt come at a time when the government is weighing the pros and cons of delisting MTNL and merging it into unlisted BSNL. The government is considering options to revive the two financially stressed companies. MTNL posted a Rs 834.2 crore loss in the quarter through September, while BSNL reported a loss of Rs 7,085 crore in the year ended in March 2014.

In a recent presentation to the Prime Minister's Office, DoT had said that it hoped to secure Cabinet nod for the proposed BSNL-MTNL merger by June 30. However, DoT sources say dealing with MTNL's sizeable debt remained perhaps the biggest challenge for the government. "A workable solution for dealing with MTNL's debt without hitting Bharat Sanchar Nigam's balance sheet is critical for concluding any merger," a top BSNL official said.

BSNL is cagey about taking on MTNL's arrears in its books in the event of a merger, since it is already saddled with accumulated losses of more than Rs 30,000 crore.

An MTNL director said a soft loan could address BSNL's concerns but the government is fully aware that MTNL would also bring in substantial value into any merger transaction by virtue of its 3G spectrum in Mumbai and Delhi, its substantial real estate holdings and a mix of landline and mobile customers.

@@@@@@@@@@

Cabinet approval for hiving off BSNL mobile towers business still hanging fire

KOLKATA: Cabinet approval for hiving off BSNL's mobile towers into a wholly owned subsidiary is hanging fire as the government is undecided on the standalone business potential of the 65,000-strong tower network.

DoT has asked BSNL to submit a detailed monetisation plan of its tower assets in consultation with KPMG, a top executive of the telco told ET. "The government wants to get a sense of

annual cash flows that can be generated by leasing out BSNL's existing tower assets before it takes a call on the hive off," the executive added.

@@@@@@@@@@@

Telecom Commission approved spectrum allocation for cordless telephony



on Nov 11, 2014 at 10:21 AM

Inter-ministerial panel Telecom Commission has approved free allocation of 20 megahertz of spectrum for cordless telephone system that can be used for communication within a premise or similar small area for non-commercial purpose.

Telecom regulator TRAI in 2012 had recommended that a 20 megahertz of frequencies in a band should be delicensed for low power operations of cordless telecommunications system (CTS) for private and indoor use but not for commercial use. The implementation of the move will reduce

telecom bills of business houses within their premises and provide more flexibility at work with cordless phones as well as boost development of cordless telephone systems in the country. "The Commission has said that implementation of the TRAI recommendations would advance the objectives behind Digital India. Therefore, the commission decided to accept recommendation of TRAI and it should be placed before competent authority for final decision," an official source said.

The Defence Ministry had objected to the recommendation as the 20 Mhz frequency spot lies in the band which it uses for its communication services. The Ministry has raised security concern on freeing up spectrum for general public. The Telecom Commission suggested that DoT and Defence can continue their discussion for an amicable solution but did not favour sending recommendation back to TRAI because of objection from Defence.

@@@@@@@@@@

Life certificate for pensioners to go digital

TNN | Nov 11, 2014, 01.22AM IST



PM Narendra Modi with communications and IT minister Ravi Shankar Prasad at the launch of 'Jeevan Pramaan' for pensioners in Delhi on Monday.

NEW DELHI: The government on Monday launched an Aadhaar-based digital life certificate for pensioners, a move that could eventually benefit over one crore pensioners.

The proposed digital certification will do away with the requirement of a pensioner to submit a physical life certificate in November each year, in order to ensure the continuity of pension being credited into his or her account. While the system is in its early stage, it is bound to ease life for pensioners once implemented.

The department of electronics and information has developed a software application that will enable the recording of a pensioner's Aadhaar number and biometric details from his mobile device or computer, by plugging in a biometric reading device.

Key details of the pensioner, including date, time and biometric information will be uploaded to a central database on real-time basis, ultimately enabling the pension disbursing agency to access a digital life certificate. This will conclusively establish that the pensioner was alive at the time of authentication.

The software application system will be made available to pensioners and other stakeholders on a large scale at no extra cost. It can be operated on a personal computer or a smartphone, along with an inexpensive biometric reading device.

This facility will also be made available at common service centres being operated under the national e-governance plan, for the benefit of pensioners residing in remote and inaccessible areas.

Prime Minister Narendra Modi, who launched 'Jeevan Pramaan', said after the push towards self-certification, the digital life certificate was another enabling mechanism which would benefit the common citizen.

The government has scrapped the previous practice of getting documents verified by gazetted officers and pushed for self-certification in a number of cases in a move to help citizens access public services in a transparent and time-bound manner.

The earlier requirement entailed that a pensioner either personally present himself or herself before the pension disbursing agency, or submit a life certificate issued by authorities specified by the Central Pension Accounting Office (CPAO).

Every November, pensioners have to rush to the pension disbursing office or banks to get their life certificate verified and attested by gazetted officials and bank employees. While banks have a provision of sending staff to issue life certificate for very old and disabled pensioners, the practice sometime leads to delays and harassment.

Currently, 50 lakh individuals draw pension from the central government alone. A similar number draw pension from state and Union Territory governments. Several state-run companies also provide pension benefits and over 25 lakh retired personnel draw pension from the armed forces.

The Aadhaar-based digital life certificate will go a long way in reducing hardship which so many senior citizens have to go through to produce a life certificate every year, a statement from the Prime Minister's Office said on Monday.

Times View

The idea of making pensioners free of the obligation of proving they are alive by registering their physical presence at bank branches once a year is welcome and long overdue. It was a truly inhuman requirement that forced old people, many of them rendered immobile by the ravages of time, to go through an ordeal to ensure their pension kept coming. In an e-enabled world, physically marking presence should really not be needed and there are surely many better ways of verifying that the person claiming the pension is actually alive.

@@@@@@@@@

BSNL, MTNL manage to become irrelevant

They had the entire field to themselves when the telecom revolution began, with private sector entry, but didn't adapt to the qualities need to stay on top



Competition is never kind to incumbents. The entry of new entities, hungry for growth, changes the rules of the game. By the time the older ones ready themselves for the new game, the goalpost has moved.

This is what happened to state-owned Bharat Sanchar Nigam (BSNL) and Mahanagar Telephone Nigam (MTNL) in early 2000, when mobile telephony began to boom in the country. They failed to capitalise on this generational shift and now run the risk of becoming irrelevant to consumers. Predictably, both are struggling with mounting losses.

In FY14, MTNL reported a loss of Rs 3,575 crore (adjusted for exceptional gains) on net sales of Rs 3,391 crore. BSNL reported a loss of Rs 7,933 crore on net sales of Rs 25,655 crore during FY13, the latest year for which its numbers are available. The biggest problem for these companies is high employee cost and the legacy of their local fixed line businesses. BSNL has 25 times more employees than Bharti Airtel, the top telecom operator, with half the revenue. MTNL has three and a half times more employees, with barely a tenth of Bharti's revenue.

(INTERRUPTION IN LINE)

Note that till FY08, both BSNL and MTNL were among India's most cash-rich companies, with combined cash and equivalents of nearly Rs 45,000 crore.

The incumbents have managed to maintain their leadership in the local fixed line and broadband business but have failed to catch consumer attention in fast-growing mobile telephony. This is proving costly as more and more consumers choose the convenience of mobile devices over the rigidity of fixed lines.

At the end of March this year, BSNL was India's fifth largest mobile operator, with around 95 million subscribers, less than half of Bharti Airtel's 200.4 mn subscribers. And, while private sector operators continue to add customers, BSNL is seeing a decline. In 2013-14, around seven mn subscribers left its network, despite the segment adding 36.7 mn. Market leader Bharti, for example, added around 18 mn customers to its network during the year ending March this year.

BSNL is also facing heat from smaller private sector operators such as Aircel and Uninor. Experts say the public sector company is certain to lose more market share.

Initially, BSNL had seen rapid growth in its mobile services. It was the country's second largest mobile operator by March 2006, within five years of launching these operations. It failed to consolidate the position and has continuously lost market share since 2008.

Things are slightly better on revenue. With gross mobile revenue (excluding the government's share) of Rs 7,214 crore during the quarter ending June this year, BSNL is the fourth largest operator, with revenue market share (RMS) of 11.7 per cent. But, this is down from a high 14.6 per cent share in the September 2011 quarter.

Things are worse for its smaller cousin, MTNL, that has operations in Mumbai and Delhi only. The operator's current mobile subscriber base is less than what it had in March 2007. And, has become one of the most indebted telecom operators. It now accounts for 0.4 per cent of the entire sectors' subscribers and 1.7 per cent of total gross revenue. This is not enough to pay its bills.

What didn't happen

Experts say the companies failed to build a brand and market themselves. "In telecom, there is little product differentiation between various operators. The industry is more or less commoditised and this makes branding and promotion key to grab customers' attention. BSNL and MTNL failed to get this right and have nearly lost customers' mind-share," says Shobhit Khare, telecom analyst at Motilal Oswal Securities.

Others say the two public sector undertakings face structural problems that can't be resolved purely through smart branding and marketing. "The government didn't infuse new skills in the companies, even as the industry was rapidly transforming in the 1990s and 2000s. The result was that their employees were not skilled enough to operate in an environment that required agility over systems and processes," says Mohammed Chowdhary, executive director at PricewaterhouseCoopers (PwC).

The government should have allowed these companies to partner with a foreign mobile operator, either through direct equity stake or a joint venture. "This would have brought in new skills and work culture, besides technology and necessary capital. It would have allowed them to compete more effectively with new private sector entrants, most of whom started with a strong foreign partner," he adds.

This is what many governments in emerging markets did. In Indonesia, for instance, government-owned operators saw equity investments by a clutch of global operators, including

BT, AT&T and France Telecom. In Ghana, the incumbent was acquired by Vodafone. Brazil and Venezuela sold stake in their erstwhile monopoly operators to Telefonica of Spain and MTN took an equity stake in Iranian Telecom.

Experts predict a dim future for both operators, unless the government takes some tough decisions without more delay. "With mounting losses, both BSNL and MTNL are now losing capacity to make further investment in their network and risk losing more customers and businesses to competitors. This raises a question mark over their survival," says a telecom analyst on condition of anonymity.

Chowdhary says the way out is to restructure the companies and separate the profitable divisions from loss-making ones. The former can then be privatised, either through listing on stock exchanges or outright sale to private or foreign operators. "The losses are largely due to local fixed line services, that are saddled with high employee cost and stagnant revenues. The mobile business and national long-distance would still be profitable. Investors would be interested in these and they should be spun off from the parent company," he says.

The alternative is to wait for slow death of these companies, as they are pushed to the margins and customers are wooed away by hungry and agile private sector competitors.

@@@@@@@@@@@@

Indian telecom ARPU boosts revenue by 10% to Rs 62,919 crore in Q2

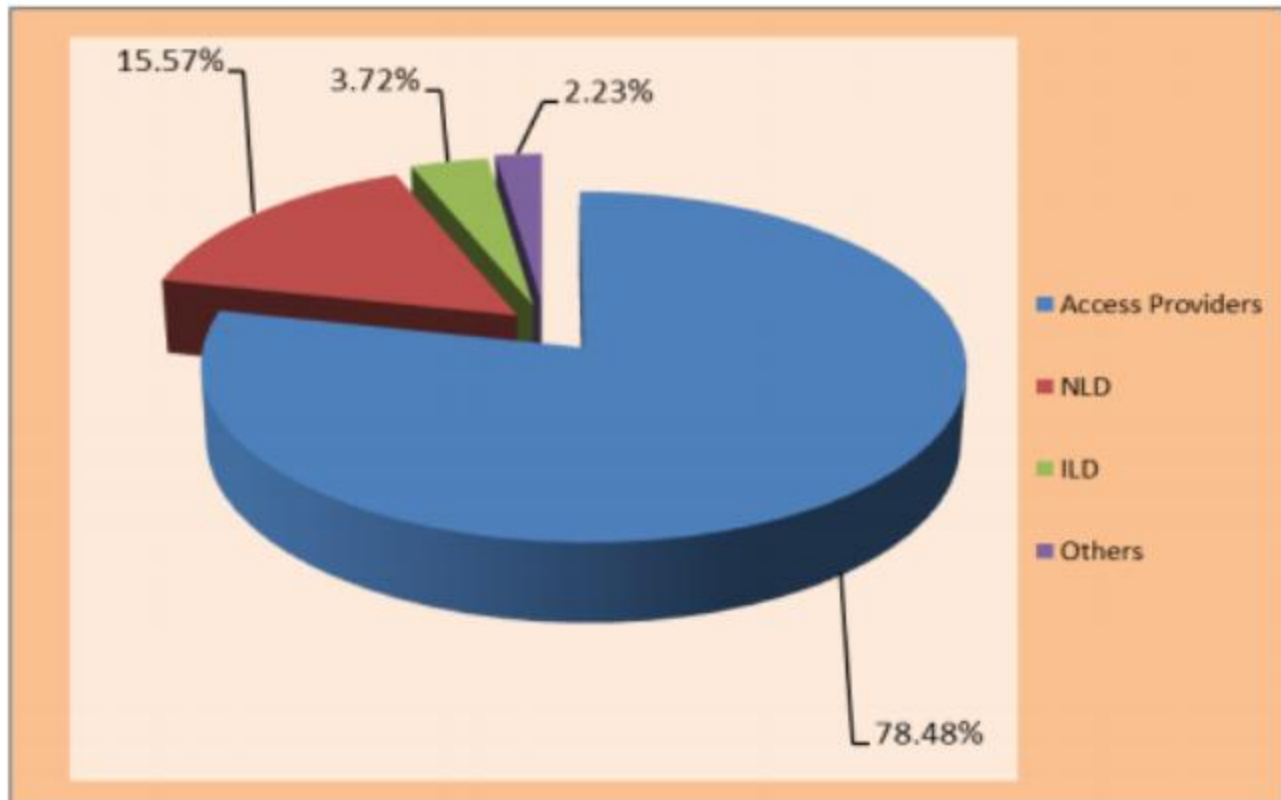
Indian telecom service providers' gross revenue rose 9.88 percent to Rs 62,919 crore in Q2 ended June in fiscal 2014-15, said TRAI.

Average gross revenue grew 13.49 percent to Rs 43,852 crore in Q2 fiscal 2014-15.

On quarter-on-quarter basis Indian telecom operators gross revenue increased 3.63 percent and average gross rose 6.91 percent.

The substantial increase reflects 4.76 percent growth in wireless subscriber base to 914.92 million and hike in telecom tariffs that resulted into 6.16 percent growth in ARPU.

Composition of Adjusted Gross Revenue

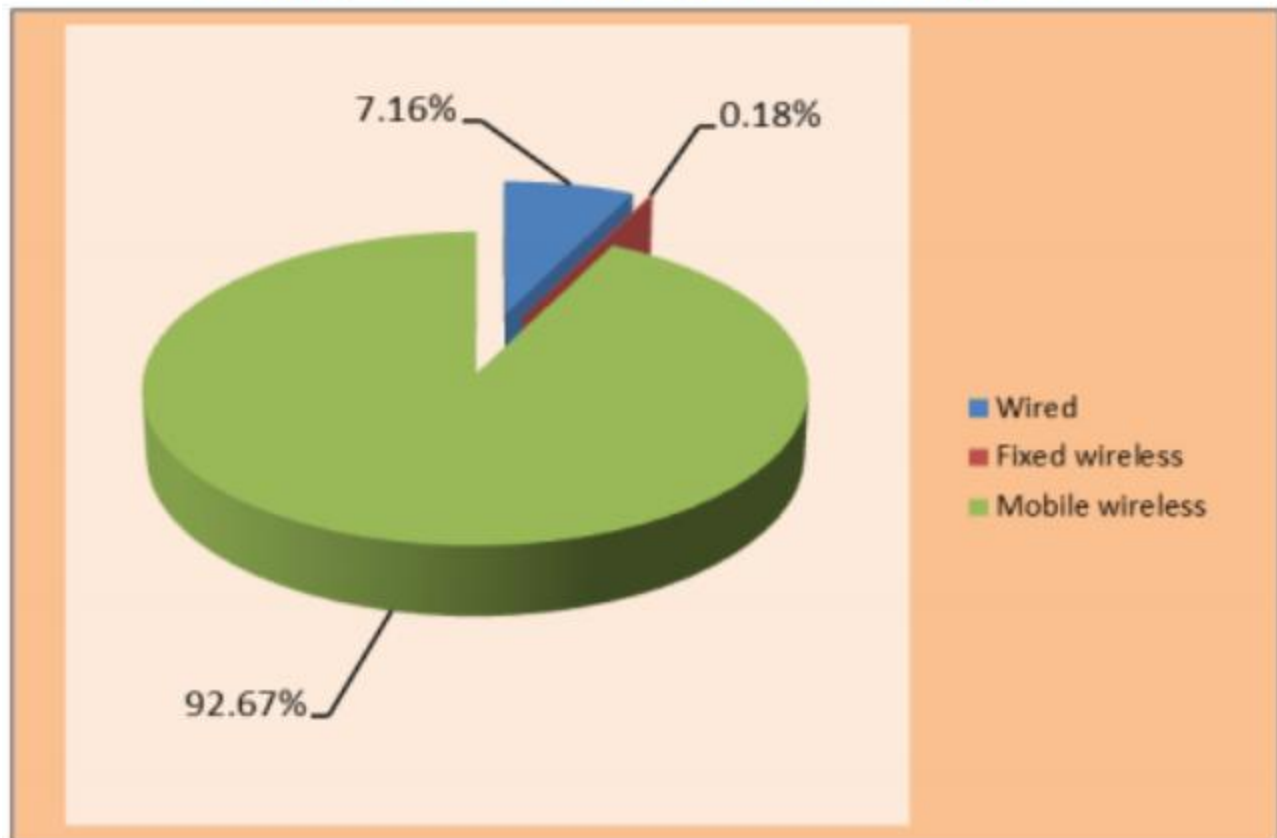


The leading telecom operators in India include Bharti Airtel, Vodafone, Reliance Communications, Idea Cellular, Aircel, MTS, Uninor, MTNL, BSNL and Tata Docomo.

Access services contributed 78.48 percent of the total adjusted gross revenue of telecom services.

Monthly average revenue per user (ARPU) for access services based on AGR increased 6.16 percent to Rs 122.39 in June quarter from Rs 115.28 in March quarter.

Composition of internet subscription

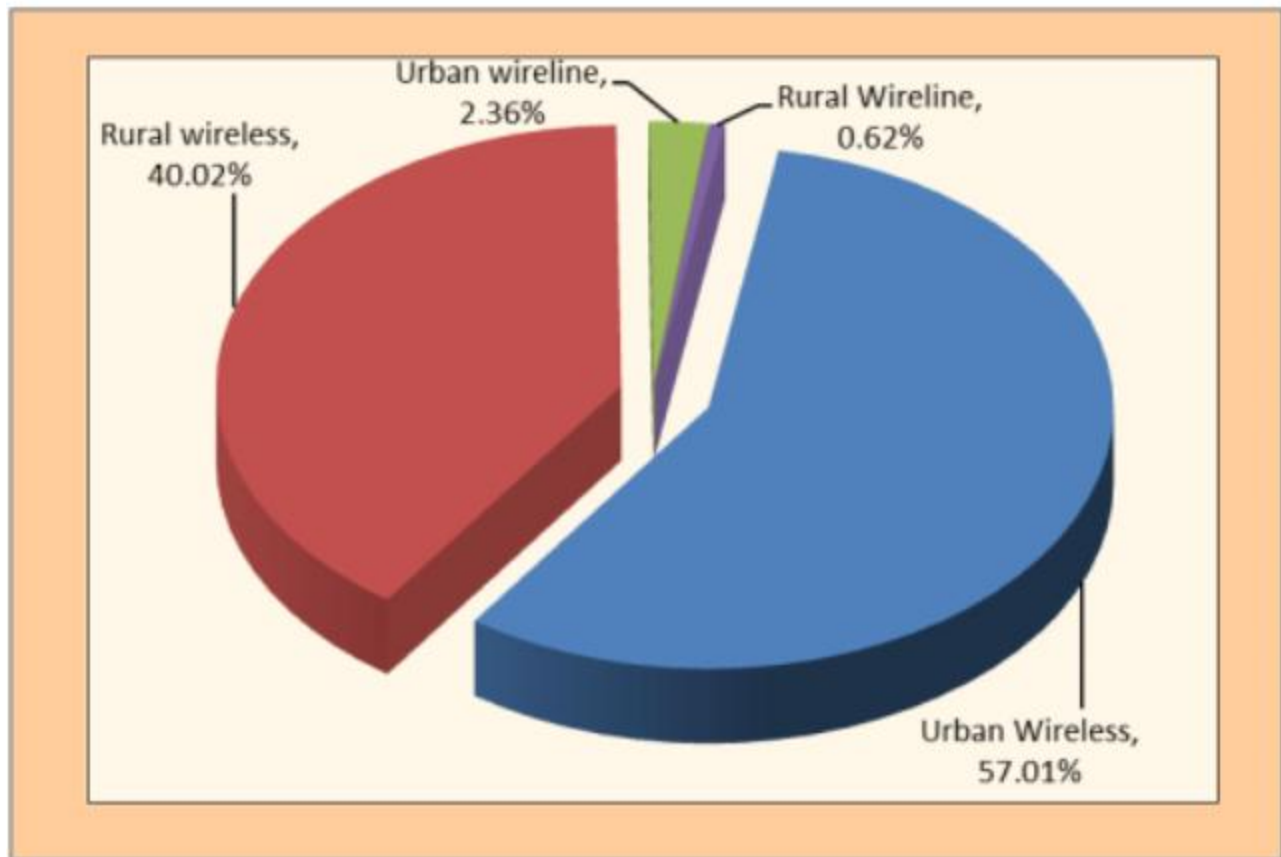


TRAI said India has 259.14 million Internet subscribers during June 2014 against 251.59 million in March 2014.

India has 18.55 million wired Internet subscribers and 240.6 million wireless Internet subscribers.

According to TRAI note, India has 68.83 million broadband Internet subscribers in June against 60.87 million in March, with a quarterly growth of 13.07 percent.

Composition of Telephone Subscribers



TRAI said Indian wireless subscriber base rose to 914.92 million with 4.76 percent annual and 1.15 quarterly growth. India's wireline subscriber base dipped 5.72 percent annually and 1.66 percent quarterly to 28.5 million.

@@@@@@@@@@@@

Jaitley wants to sell bleeding PSU ulcers: He should start with Air India, BSNL and MTNL



Finance Minister Arun Jaitley seemed to indicate a willingness to consider privatisation of some public sector units (PSUs) at the World Economic Forum meeting in Delhi yesterday (5 November).

Some pink newspapers have interpreted this as an indication of serious reform intent, but his precise statement does not indicate any such radical rethink on the government's part.

According to [Business Standard](#), this is what he said: "Certainly, I am open to looking at some PSUs that could do better in private hands. They are being sustained merely on government support. That is not a long-term solution. Taxpayers cannot continue to pay for loss-making businesses."

The Economic Times added this bit. "There are still a large number of them (PSUs) which are almost on the verge of closure, where people are going to lose employment. So, given a choice between their continuing in the present shape or getting privatised, then the second option would be a preferable option."

This is nothing but part of Narendra Modi's known policy of keeping public sector units in government hands, and selling only the loss-makers. Privatising loss-makers is hardly a sign of aggressive reform intent.

However, even here, selling the big losers will at least signal the government's intent to prevent more taxpayer money going down the drain. If the NDA can dump three of its biggest no-hopers, it would be a positive.

For example, Air India. The UPA committed a Rs 30,000 crore bailout for Air India in 2012. This is not a burden that should be thrust on taxpayers, for there is no need for government to run a loss-making airline when there are so many other, and often better, options for flyers.

Or take two other perennial bleeding giants. They are Bharat Sanchar Nigam Ltd (BSNL), and Mahanagar Telephone Nigam Ltd (MTNL). The latter's losses are larger than its revenues, and the former's losses are a third as much as revenues.

This is what [*Business Standard*](#) reported about the state of their finances. "In FY14 (2013-14), MTNL reported a loss of Rs 3,575 crore (adjusted for exceptional gains) on net sales of Rs 3,391 crore. BSNL reported a loss of Rs 7,933 crore on net sales of Rs 25,655 crore during FY13 (2012-13), the latest year for which its numbers are available. The biggest problem for these companies is high employee cost and the legacy of their local fixed line businesses. BSNL has 25 times more employees than Bharti Airtel, the top telecom operator, with half the revenue. MTNL has three-and-a-half times more employees, with barely a tenth of Bharti's revenue."

Are companies whose losses exceed revenues, or those with 25 times the employees they need national assets or liabilities?

There are sure to be many more bleeding ulcers in the public sector system.

So, if Jaitley was serious when he said "taxpayers cannot continue to pay for loss-making businesses", these are the obvious places to begin.

[*Mint*](#) reports that "India has 79 loss-making public sector undertakings of which 49 are sick enterprises." Quoting a reply in the Rajya Sabha, the newspaper said the investment made by the government in these PSUs is Rs 1,57,000 crore.

The NDA government may not be keen on the 'P' word (privatisation) for banks or profitable public sector companies, but surely it can at least get rid of its white elephants that serve no public purpose any longer?

@ @ @ @ @ @ @ @ @ @ @

BSNL suffers Rs 400 cr loss, 6,000 connection still down in

The Bharat Sanchar Nigam Limited (BSNL) has suffered a loss of over Rs 400 crore in September floods when all communication network, including landlines, mobiles and broadband came to halt after dozens of exchanges, including headquarters in the civil lines were submerged under more than 10 feet to 15 feet water.

The department is now taking a number of steps to atleast provide some connectivity in case such a situation arise in future, General Manager BSNL D K Agarwal said.

He admitted that entire communication system of the BSNL came to halt after the flood water entered the main parent exchange at Exchange Road on September 7 afternoon.

He said the department suffered a loss of Rs 400 crore in the floods.

We are now replacing the machinery which has been imported from outside.

Since our entire system was damaged in the first flood at main parent exchange we could not save anything, he said.

As all the system, including main mobile networking, broadband and WLL were working from parent exchange, we could not do anything, he said, adding but after two days we started a satellite link at Barzulla exchange in the uptown which was not affected by the flood.

Dozens of other exchanges, including Gogjibagh , Dalgate, Karan Nagar and Pampore, besides parent exchange became defunct and as a result other exchanges were affected.

He said, "We could enter Dalgate exchange only after 20 days and Rajbagh exchange after a month because of water."

He said a mobile tower was immediately restored in Barzulla area through satellite after hard work by engineers and other employees who reached there through several feet flood water.

@ @ @ @ @ @ @ @ @ @

Union Government is Planning to Revive BSNL Factories

By Express News Service

Published: 13th November 2014 02:22 PM

CHENNAI: The Union government is planning to revive seven to eight factories of Bharat Sanchar Nigam Limited which are producing components for old telecom systems, sim cards and other internal products.

As the telecommunication sector is undergoing change, there is a plan to revive these units and diversify. These are policy decisions but there is a plan to revive the units,” G V Reddy, chief general manager of Tamil nadu circle told reporters on the sidelines of launch of ISUN product in association with BSNL.

He also talked about BSNL expansion into 3G services in the state. “Currently, the 7th phase of expansion is going on. We are adding

another 500 towers, including 3G. Ninety per cent of work has been completed. We expect to complete it in next one month,” he said.

He also said that Tamil Nadu circle has 5,800 towers, excluding Chennai, of which 1500 are 3G towers.

He also stated that Tamil Nadu circle has gained 95,000 new customers under mobile number portability (MNP).

Meanwhile, ISUN (information System Under Network) launched its first set of mobile telecom consumer products in association with BSNL through their 3G network. The products are bundled with attractive BSNL schemes offered at free of cost along with ISUN 3G Tablet, smartphone, 3G power Wi-Fi data card and multi-purpose ADSL router.

Reddy said that BSNL is reintroducing Roam STV 33 as a limited period offer from November 1, 2014 to January, 29, 2015.

@ @ @ @ @ @ @ @

'Govt must divest stake in BSNL, AI'

MUMBAI: Deepak Parekh, chairman HDFC, has called for the government divestment of BSNL and Air India. He also said that the government could use a golden share offering or differential voting rights route to raise equity for capital-starved public sector banks.

"It remains inexplicable as to why the government continues to want to hold equity stakes in certain sectors or companies. For instance, Air India should have been flogged off long ago rather than crores of taxpayers' money being poured into this leaky bucket. BSNL is another example of the government hanging on senselessly, especially given how well the private sector players have performed in this sector," Parekh said.

Speaking at an event organized by the ISB Capital Markets conclave in Mumbai, Parekh said that rising

stock markets, falling oil prices and a stable, majority government are exceptionally good conditions to lay the foundation for the much-aspired 10% GDP growth for India.

@ @ @ @ @ @ @ @ @ @

BSNL – TAMILNADU TELECOM CIRCLE

Re launch of roaming STV 33 under prepaid mobile services on Promotional basis in Tamil Nadu LSA (inc. CHTD) on promotional basis for 90 days with effect from 01.11.2014 to 29.01.2015.

The details are given below:-

SL.NO.	Particulars	Tariff
1.	MRP of STV(inclusive of S.Tax)	Rs.33/-
2.	Validity	7 days
3.	National Roaming Voice Call Rates	
a)	O/G Local call	1.5p/sec
b)	O/G STD call	1.5p/sec
c)	Incoming calls	Free
4.	All other charges	As per the base plan
5.	SMS keyword for below mentioned levels* to be sent to 123(ALU IN)	STV ROAM33
6.	SMS keyword to be sent to 53733 for remaining levels(NSN IN)	ROAM33

*Levels: 89034, 89035, 89038, 9444, 94870 to 94877, 94883 to 94885, 83001, 94451 to 94454, 94456, 94899, 94459 and all MNP levels. All other terms and conditions will remain same.

@ @ @ @ @ @ @ @ @ @



One Nation.. One Number.. One Rupee a day... !

BSNL introduces new roam free recharge @ Rs 89 ... valid for 90 days...

Recharge 89 gives u the freedom to roam across india(including Delhi & mumbai) for 90 days, U can also enjoy Outgoing calls@1.5Ps/Sec

