

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

### **BSNL to invest Rs 7,000 crores to provide free Wi-Fi services in 2500 cities**

Bharat Sanchar Nigam Limited (BSNL) has decided to invest Rs 7,000 crore to offer free high – speed wi-fi in 2500 cities and towns in India to boost Indian Prime Minister Narendra Modi's ambitious 'Digital India' project. The state-run company will offer the service to subscribers of all mobile operators in a bid to boost its data revenue.

BSNL chairman and managing director (CMD) Anupam Shrivastava said that the free wi-fi services will begin in the next financial year (2015-16).. But the free services will be only for a limited amount of time. The service will be available in cities and towns like as Chennai, Kolkata, Lucknow, Dehradun, Hyderabad, Varanasi, Bhopal, Jaipur, Patna, Indore, Chandigarh and Ludhiana will be part of the free Wi-Fi program. The users who are having BSNL or MTNL connection will have to shell out nominal amount once the free usage is over. This programme will be similar in line to the model that some private operators give to their users in airports and



other public places.

As per the report, state-run telecom service provider targets to generate Rs 1,500 crores from data business out of Rs 13,500 crore revenues from mobile business. It will target nearly Rs 14,000 crore from fixed line business and broadband and data services. The service will be provided by the latest 4G technology as the company will expand its vast optic fibre network. Nearly 50,000-60,000 wi-fi hot spots will be set up under this programme. The country is on the threshold of data revolution and has a huge potential in the coming years.

BSNL has categorized WiFi hotspot into following 3 types

- **Small Hotspot:** Cafe, Lounge, Food court etc, - **2 Mbps**(dedicated)
- **Mid Size Hotspot:** Malls, IT Parks, Resorts, Hospitals etc – **4 Mbps**(dedicated)
- **Large Hotspot:** Campus, Very large mall, uncovered broadband semi urban/rural areas – **10 Mbps**(dedicated)

Recently Airtel and Reliance Jio announced their plans to start public WiFi hotspots across the country in connection with their 4G service. These moves were aimed at upcoming data revolution in India.

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## **BSNL reduce the Landline installation charge by 50% in a bid to attract potential customers from 26.1.2015**

BSNL recently came up with a reduced starter kit promo tariff for new subscribers and now BSNL has made some amends to the Landline tariffs to encourage new connections. Landline subscribers are declining steadily and the operating costs for Landline are mounting. The main attraction of this offer is that BSNL will be waiving off 50% of installation charges for new Landline and Broadband connections. This offer will be available as a promotional offer for 90 days starting from 26 of this month.



The details of the offers will be outlined below

- 1.Installation charges for new Landline connections cut down to Rs.375.
- 2.For Broadband connection, the Installation charges will be Rs.125.
- 3.If customers are going in for a new Landline+Broadband then the installation charges will be further reduced to Rs.500.
- 4.This offer will be available from all the circles.

Landlines have become a rarity these days with cell phones ruling the world. It is only the corporate offices and selective people who choose to continue with the Landline services. One of the other main deterrents is the high basic rental which one has to pay for the landlines.

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## Centre for Development of Telematics ( C-DoT ) to produce 3G, 4G mobile phones under Make in India scheme

The Centre for Development of Telematics (C-DoT), a State-owned telecommunications technology development centre, said that it is ready to manufacture low-cost 3G and 4G handsets to support the government's 'Make in India' and 'Digital India' projects.



“We have the capacity to build 3G and 4G handsets in India. Depending upon the chipset, a **device in a price range of Rs 2,000 to Rs 3,000 can be possibly produced**,” said Tyagi. According to Tyagi, an affordable computing device is key to Digital India's success.

“We can look at high value-added products. If the device cost comes down in tandem with Internet charges, then it could prove to be a key growth driver for India,” he adds. “We have restarted manufacturing services, which were earlier discouraged due to focus on expansion. We are very much supportive of indigenous manufacturing and academic intervention, and have firm faith in Indian engineers,” Tyagi added.

“The domestic products will provide safeguards against “IP-clinical trials” by foreign device makers,” he said.

“With imports of digital equipment is set to grow to \$100 million by 2017, C-DoT, the research organization of the DoT, is making significant contributions to Make in India campaign, said ipin Tyagi, executive director, a month ago.

Currently, he provides consultation, development and manufacturing services to the telecom industry. For this, he has decided to promote National level R&D and joined C-DOT as Director in October, 2009.

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## **BSNL decreases the base tariff for new Prepaid Customers**

BSNL has reduced the base tariff for new prepaid customers for first three months. The revised tariff means that BSNL subscribers can call local/STD/On-net/off-net in the home circle at just Rs 0.50/min. This plan is for subscribers who take “Per Minute” tariff.



In case you opt for the “Per second” pulse than the tariff will be 0.8Paise/sec for all national and local calls made from home service area. The reduced call rate will be made available for new prepaid users for a promotional period of 90 days after which the plans will get reverted back to the original base plans. The plan won't be extended for further recharges. This offer will be valid on PAN India basis.

BSNL has been aggressively revising its tariffs and plans. The good thing is that BSNL has also been reintroducing popular plans so that they will be able to retain customers. We just hope that they also invest enough efforts to revamp the infrastructure and also improve after sales support.

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## **Our Analysis: Steps to revive BSNL from current rut**

BSNL, the Government owned Telecom Company has been incurring losses for several years now. The current Government has announced several initiatives to bring the Telco back on track. Being a Government operator and having foot prints along hills, valleys and presence in diverse areas, it is important that the company remains functional.



**We bring to you a list of measures that can be taken to improve BSNL's current state:**

- 1)** BSNL is experiencing decline in market share due to stiff competition offered by private networks; if BSNL analyses what makes people prefer private operators over BSNL causing large port outs, it will be very helpful in retaining the customers.
- 2)** The distribution strategy of BSNL needs to be made robust; the method to roll out their products should be given an elaborate structure. In simple words, it means BSNL should roll out their services or products through multiple channels and access points. Rather than giving products only through type 1, type 2 customer care centers, BSNL should identify other ways/sources for distributing their products. BSNL can start service hubs in every possible location. They should be available easily starting from villages to cities rather than concentrating only at a particular shop situated at a particular corner of town. Local exchanges situated in rural village areas need to be developed for delivering quality services and products.
- 3)** Golden rule of marketing 'GIVE MORE PRIORITY TO CIRCLES IN WHICH COMPANY IS IN PROFIT", the private operators sometimes bath in blood because of their fight to retain their profitable circles. Just like other operators, **BSNL should follow the policy in profitable circles like Kerala, Jammu and Kashmir and Odisha**, plus circles that can bring them revenue. Recent analysis shows that complaints prevailing in these circles are high when compared with other non profitable loss making circles. This policy will bring financial stability to company which helps in roll out/expansion of network or helping continuation of services in loss making areas.
- 4)** Compromising with latest technology- Without upgradation to latest technology nothing can sustain in the market. Similarly BSNL need to be aware of latest technologies, if they lack technical solutions, outsourcing strategy can be adopted. Deployment of 4g in GSM area and conducting tests will help upgrading to latest GSM technology. Improvement or expansion of data network is the need of the hour and BSNL should go with it in an aggressive manner.
- 5)** Giving priority to increased broadband penetration and complaint resolution at earliest. ***Minimum two weeks for broadband complaint resolution attitude is destroying BSNL in broadband field.*** This need to change and an easiest compliant redressal mechanism with strict SLAs should be introduced.

- 6) Installing more masts or antennas in towers can to an extent help in solving coverage problems. Bringing easy procedures for the installation of micro towers will help boost connectivity in rural/ village areas.
- 7) Another aspect in which BSNL seems to be a failure is the promotion of personal or seasonal offers. Currently BSNL only offers full Talktime vouchers during festive seasons, while private players bring offer in all types of services like data, SMS, voice or bundled offering. BSNL needs to concentrate on seasonal offers. Personalized offers seem to be nil from BSNL, though it helps in keeping net neutrality on service tariffs to their customers. But there can be a little improvement in their seasonal offers; they can be extended from full Talktime offers to voice data SMS STVs.
- 8) BSNL should keep union problems out of the equation during service delivery to customers.
- 9) It should set target points for a definite period and analyse it, to get trends of market conditions.
- 10) Improving customer care services in all locations, common man finds it inconvenient going to consumer court or even make a complaint in PG portal for solving service oriented problems. Complaint solving at lowest levels and not leaving it for higher authorities, if possible should be encouraged.

In an aim to revive BSNL and MTNL, Telecommunication minister Sri.Ravi Shankar Prasad, has announced several incentives and plans for both the loss making firms. He is determined to revive BSNL as he did with Coal India. Some steps taken during this fiscal year under his leadership were:

- Augmentation of BSNL mobile network as part of its Phase-VII Project to create additional capacity of 15 million lines at an estimated cost of Rs. 4804.77 crores. This will result in addition of 14421 2G sites and 10605 3G sites across the country.
- Replacement of the entire network of wireline local exchanges by Internet Protocol (IP) enabled exchanges and deployment of Next Generation Network (NGN) equipment based on the latest architecture gradually to replace entire legacy telephone exchanges at an estimated cost of Rs. 600 crores. Migration of entire C-DOT (Centre for Development of Telematics) legacy telephone exchanges with technology solutions being developed by C-DOT at an estimated cost of Rs. 350 crores for which MoU (Memorandum of Understanding) has been signed between C-DOT and BSNL.
- Government has assigned the work of providing mobile connectivity in 2199 identified locations in Left Wing Extremism (LWE) affected areas through BSNL at an estimated cost of Rs. 3567.58 crores.
- Government has assigned the work of providing mobile connectivity to uncovered villages in Arunachal Pradesh and two districts of Assam to BSNL on nomination basis at an estimated cost of Rs. 1975.38 crores.

### **The new projects of MTNL are:**

- Augmentation of mobile network to enhance coverage and capacity by adding 1080 3G sites and 800 2G sites in Delhi and 1080 3G sites and 566 2G sites in Mumbai. The packet core capacity (Data handling capacity of network) will be upgraded to 10 Gbps in Delhi and Mumbai.
- Augmentation of Microwave (M/W) backhaul network to support the enhanced speed.
- Migration of legacy telephone exchanges network to internet protocol (IP) based New Generation Network (NGN) exchanges in collaboration with C-DOT.

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### **BSNL to introduce Smart Landline phones, which will run on Android OS**

BSNL, to boost its landline service in the country, is now testing next generation Smart landline phones. These smart land phones will have capability to run mobile applications like Facebook, WhatsApp, banking apps and more.



As per reports, BSNL is currently testing prototype in Hyderabad. BSNL intends to introduce the device across 40 cities in the country. To facilitate the new service, telephones exchange are now in the process of being upgraded to IP based exchanges and which would start operating in March.

The device is supposedly run on Android OS and likelihood of a Windows OS version also in work. Users can connect these Smart land phones to their computer or mobile device. It will also have facility to divert calls to your mobile number with ease.

“BSNL is the only telecom company in India to introduce Smart landline service”, said Mahesh Shukla, Senior GM, BSNL. Tariff details of the service will be announced later.

Do you think Smart landline will help revive BSNL’s dying landline service in India?

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## **BSNL looks east for bandwidth; to sign bandwidth export deal with Bangladesh Submarine Cable**

State-owned Bharat Sanchar Nigam Ltd (BSNL) is going to sign a deal with Bangladesh Submarine Cable Company this month to export 10 gigabits per second bandwidth to Tripura. Bangladesh Submarine Cable team will visit India to sign the deal tentatively on January 27.



“BSNL will purchase 10 Gbps initially and will increase the amount gradually,” said Monwar Hossain, managing director of Bangladesh Submarine Cable Company, a state-owned entity. A 22-kilometre optical fibre cable link from Brahmanbaria to Akhaura boarder will be developed in four months to transport the bandwidth.

“We will rent the link to be developed by a firm suggested by Bangladesh Telecommunication Regulatory Commission,” said Hossain.

Meghalaya and Assam also expressed their interest to have such facility from Bangladesh, he said. “We hope to export at least 100 GB bandwidth to the northeastern states of India in future,” he said.

The deal was supposed to be signed in the middle of last year but it was postponed then as BSNL wanted tele-transit through Bangladesh instead of purchasing bandwidth. According to reports, Bangladesh is the best option for the north-eastern states of India to purchase bandwidth from — at a cheap rate compared with other parts of India due to distance. India also exports bandwidth through terrestrial cables to Bangladesh.

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## BSNL hires Coriant to expand its managed leased line network



Coriant, a global supplier of SDN-enabled end-to-end transport solutions, has said that it has been selected by Bharat Sanchar Nigam Limited (BSNL) to expand its existing Managed Leased Line Network (MLLN). The Coriant 8100 Managed Access System will further enhance BSNL's ability to meet the increased and flexible bandwidth needs of its financial services and enterprise customers.

The network expansion is part of BSNL's continued effort to support new business-critical applications and continuity strategies for its customers. BSNL's network now boasts one of the world's largest installed base of Coriant 8100 data access products. The solution series supports a wide range of technologies, traffic and media.

It delivers reliable and flexible services without compromising on scalability or manageability for future network growth. The end-to-end organization of connections throughout the entire services lifecycle enables higher network reliability and lowers operating costs.

"The MLLN is the most reliable and profitable part of our business, catering primarily to the financial services industry. Network requirements in this sector are incredibly complex as they need hundreds of connections and must support rapid trading and robust disaster recovery. That meant choosing the right supplier was a business critical decision," said M Aruna Kumar, General Manager, Core Network Planning (CNP), BSNL India.

"With a proven history of delivering high-quality networking solutions and world-class service and support, Coriant met all our key requirements for this network expansion initiative," said Kumar.

"The ever-increasing demand for greater network capacity is nowhere more apparent than in the financial services industry. Financial communications services require flexible and resilient connectivity, and always-on performance to meet mission-critical business demands," said Mikko Lavanti, Executive Vice President of Sales, Coriant.

"Our 8100 Managed Access System will allow BSNL to continue to deliver reliable broadband services to its customers, while at the same time enable them to expand and seamlessly scale their high-capacity service offerings in a manageable and secure environment," said Lavanti.

The new BSNL network will also utilize the robust capabilities of the Coriant 8000 Intelligent Network Manager (INM). With this single management system, the 8000 INM offers service providers full end-to-end support for commissioning and monitoring services, making service changes, and performing troubleshooting.

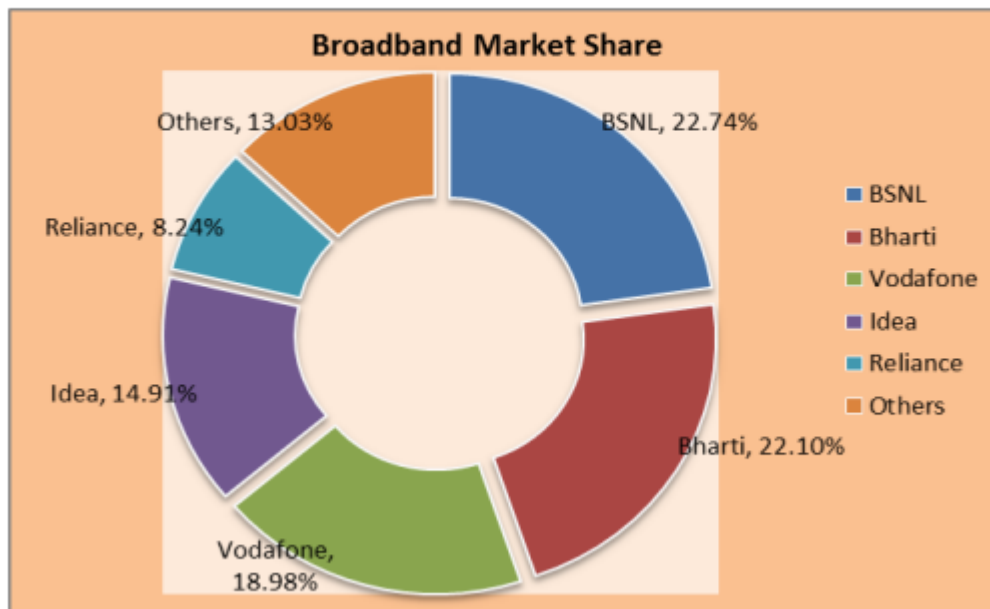
This single overarching network manager simplifies network management and can improve profitability and competitiveness through operational efficiency.

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## India rides on connectivity; adds more broadband and mobile device subscribers, BSNL leads in wired broadband

The total broadband subscriber base in India has increased from 79.21 million at the end of October 2014 to 82.22 million at the end of November 2014, there by showing a monthly growth of 3.79 %.

**Service Provider-wise Market Share of Broadband (wired+wireless) Services**



“The top five service providers constituted 86.97 per cent market share of total broadband subscribers at the end of November 2014. These service providers were BSNL (18.70 million), Bharti Airtel (18.17 million), Vodafone (15.61 million), Idea Cellular (12.26 million) and Reliance Communications Group (6.77 million),” according to Telecom Regulatory Authority of India (TRAI).

“Top five wired broadband service providers were **BSNL with 9.98 million**, Bharti Airtel 1.40 million, MTNL 1.13 million, Beam Telecom 0.44 million and YOU Broadband 0.42 million,” TRAI said in a report.

The top five wireless broadband service providers were Bharti Airtel with 16.77 million, Vodafone 15.60 million, Idea Cellular 12.25 million, BSNL 8.72 million and Reliance Communications 6.67 million,” it said.

Largest growth of 4.57 per cent was seen in mobile devices users (phones and dongles) from 63.65 million subscribers to 66.56 million, followed by a growth of 3.52 per cent from 420,000 to 430,000 broadband subscribers, and 530,000 in wired subscribers from 15.15 million to 15.23 million between October end and November end.

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## **BSNL introduces new STVs offers free calling for prepaid and postpaid customers**

BSNL has come up with several offers and also extended some of the popular Broadband Combo packs for the benefit of the customers. They have also come up with excellent initiatives like the BSNL prepaid wallet along with Andhra bank.



On the Eve of new year and the upcoming festivals BSNL has launched a new combo STV for Rs.125 which offers 177 minutes of free-calling across any networks, 200MB of free data bundled with 100 Free SMS. This STV will be valid for a period of 30 days. The same offer is also available for Postpaid customer and it costs Rs.111.

BSNL has been trying hard to entice users with its offers and the new initiatives but we personally feel that they are still lacking in the infrastructure and support. If BSNL overhauls its entire machinery and induce a corporate like environment then it has some serious chances of seeing the Golden days.

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## Reliance Jio to get leased line circuits from BSNL in North-East



Late in August, last year we heard about Reliance Jio had made a deal with state-owned operator Bharat Sanchar Nigam Limited (BSNL) for using later's towers in the process of rolling out next-gen 4G services. Though there was several media reports, there was no official press release of the deal – Reliance Jio & BSNL both remained mum about the deal.

However some internal letters among BSNL officials breaks the silence. It seems Jio made not-just-towers but more logical and comprehensive deal with BSNL with special focus on North East states. There **Jio is looking for 45Mbps** leased lines from BSNL to support roll out of its 4G network in North East states. But as unprofessional as it is, BSNL is unable to meet Jio's requirements as required no. of leased lines are not available to lease out to Jio. BSNL has taken the issue on priority and issued directives to SSA to explore feasibility in allocating the requested no. of leased line circuits to Jio.

I think Jio is looking for BSNL's help in remote areas, as in North East BSNL have extensive network than any other operator. This will help Jio to roll out 4G faster even in remote areas of North East states. As per our sources, the deal is in final stage and BSNL will be allocating required no. of leased line circuit to Jio in the north-east. In the mean time Jio delivered its fiber backed WiFi services free of cost to the audience in Vibrant Gujarat Global Trade Show, the trade show of the state. Many mediapersons mistook it as soft launch. In the Reliance Pavilion there was several exhibitions of its upcoming Jio 4G. The executives said Jio 4G may be commercially launched by April, 2015.

<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, ஃரவ் ஃவல் டு) UPTO 23.03.2015</b></p>
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