

Welcome to BSNL Thanjavur Marketing cell

BSNL – TAMILNADU CIRCLE

Special offers launched under mobile prepaid services on account of festival season.

On account of Christmas Day and New Year, following promotional offers are launched in Tamil Nadu LSA under GSM prepaid Mobile services with effect from 24-12-2014.

S. No	Details of the promo offer	Period of offer
1.	Full Talk Value equal to MRP on Top-up(s) of Rs. 50/- to 90/-	10 days with effect from 24 -12-14 to 02-01-2015
2.	Full Talk Value equal to MRP on Top-up(s) of Rs.150/- , Rs.250/- & Rs.550/-	90 days with effect from 24 -12-14 to 23-03-2015
3.	10% Extra Talk Value equal to MRP on Top- up(s) of Rs.1000/-, Rs.1100/-, Rs 1500, Rs.2000/-, Rs.2200 , Rs.2500, Rs.3000 & Rs.3300	90 days with effect from 24 -12-14 to 23-03-2015
4.	20% Extra Talk Value equal to MRP on Topup(s) of Rs. 5500 and Rs.6000	90 days with effect from 24 -12-14 to 23-03-2015

Note: Wherever, the usage value offered with top-up voucher is more than the MRP, the higher usage value already offered will prevail.

@@@@@

BSNL Movies On Demand and Games On Demand pm charges revised and offers Unlimited services



State run Telecom Company BSNL in partner with M/s Hungama Entertainment Private Limited providing Movies on demand and Games on demand tariff revised which allows subscribers to experience unlimited movies streaming and playing games in revised nominal rates.

BSNL competing with private telecom operators rationalized Movies on demand services tariff will now be charged at Rs.170 per month for unlimited movies streaming (Bollywood/Hollywood,Regional movies). Subscribers can access to view more than 2000 movies across all genres (before 2 months old) in movie catalogue for Broadband customers.

BSNL customers already subscribed to Games on demand (GoD) per month charges hiked from Rs.49/- to Rs.70/- per month to play single/multi player total 550 games across all categories i.e action, adventure, ect in game catalogue.

MoD (Music and Video on demand) also revised BSNL from Rs.149/- to Rs.170 per month. Subscribers can access a bundle of music collection more than 2000000 songs and 5000 music videos under this pack. MoD allows users to stream unlimited premium short films and legendary serials from Hungama Entertainment.

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

Telecom Minister Likely to Give Incentives to BSNL, MTNL on Thursday

Press Trust of India, December 24, 2014



Telecom Minister Ravi Shankar Prasad is likely to announce some "incentives" to BSNL and MTNL on December 25 - Good Governance Day - in a bid to accelerate the revival of the two state-owned loss-making telecom firms.

December 25 also coincides with former Prime Minister Atal Bihari Vajpayee's birthday.

"The minister (Prasad) is likely to announce incentives for BSNL and MTNL on Thursday in an effort to accelerate the governments' efforts to bring the companies out of financial distress," a source said.

The source, however, did not elaborate on the nature of incentives.

Prasad has been reviewing working of the telecom firms on a fortnightly basis and has been stressing on officials to work on increasing the revenue potential, identifying business opportunities among others, the source added.

Earlier this month, the Minister informed Lok Sabha that government is in process of revival of BSNL and MTNL through various short term, medium term and long term measures.

"The long term measures, including merger of BSNL and MTNL, would attempt to position these PSUs to emerge as market leaders in the converged telecommunication market," he had said.

Government has also initiated several measure to bring BSNL and MTNL out of the red.

The measures include treatment of pension liabilities of government employees absorbed in MTNL who opted for combined service pension on parity with similar employees in BSNL.

Government has also waived the loan to BSNL involving an amount of Rs. 1,411 crores. Besides, it has provided financial support of Rs. 492 crores to MTNL towards payment of minimum alternate tax.

The government has also given a financial support of Rs. 6,724.51 crores to BSNL and Rs. 4,533.97 crores to MTNL on surrender of broadband wireless access spectrum.

However, at present there is no proposal for disinvestment in MTNL and BSNL, Prasad told the House.

BSNL's provisional and unaudited loss up to September 30 for 2014-15 fiscal stood at Rs. 3,785 crores, whereas that of MTNL was Rs. 1,567 crores.

BSNL had incurred Rs. 7,019 crores loss in 2013-14, Rs. 7,884 crores in 2012-13 and Rs. 8,850 crores in 2011-12, whereas MTNL had reported a loss of Rs. 4,109 crores in 2011-12 and Rs. 5,322 crores in 2012-13.

Prime Minister Narendra Modi had earlier announced that December 25 will be celebrated across the country for good governance, which he said was ushered in the previous NDA regime led by Vajpayee and is being carried out in this government.

Good Governance Day will be marked by a campaign on Clean India, holding debates and discussions on good governance addressed by top BJP leaders, eliciting suggestions from public to improve governance among others.

@@@@@@@@@

Telecom secretary Rakesh Garg pulls up BSNL executives for 'Delayed Decisions'

Dec 25, 2014, 11.22AM IST



(The stakes are high since...)

KOLKATA: Telecom secretary Rakesh Garg has warned that top Bharat Sanchar Nigam executives could face administrative action if "delayed decisionmaking" on their part results in a failure to meet the March 2016 deadline set by the Prime Minister's Office for concluding the national broadband venture. "There is a need to improve decision-making and administrative action should be taken against officers who are not taking decisions or are delaying them, which is holding up the project," said Garg, according to the minutes of a recent internal review meeting of the national broadband venture with BSNL's leadership.

Garg's ultimatum was triggered by a revelation that "all BSNL circles are lagging behind schedule in issuing work orders and in finalising tenders relating to the broadband project", the meeting minutes showed, a copy of which was reviewed by ET.

The stakes are high since the national broadband network is positioned as the communications backbone of the Modi government's .

Rs 1.13 lakh-crore 'Digital India' venture, through which it aims to deliver e-services to rural end-consumers, which could be homes, schools, hospitals, banks or other institutions. The project is already three years behind schedule.

State-run BSNL has been mandated to handle 70% of the countrywide cable laying, trenching and ducting operations, which is the most expensive piece of the national broadband project that will take high-speed internet access across the hinterlands.

The balance 30% is to be handled by PowerGrid Corporation and RailTel.

Garg reiterated at the meeting that "the national broadband rollout is being monitored at the highest level as it will form the basic infrastructure of the 'Digital India' programme", which is why, "all BSNL field units should take responsibility of successfully concluding tendering and finalising work orders".

BSNL could not be reached immediately for comment.

The latest developments come at a time when the DoT is looking to involve private firms, a mix of infrastructure providers, telcos and content developers, to speed up the national broadband rollout.

It is also keen to leverage the renewed interest in the country's technology space among top foreign investors, especially in the US and Japan, after a debilitating image crisis post the Vodafone retrospective tax case and the 2G scam. Global firms such as Google, Facebook and Microsoft are known to be vying to deploy alternative technologies to offer last-mile broadband links in India's inaccessible regions to provide access to high-speed internet.

@@@@@@@@@22

Telecom minister: to improve tele-density, voice, broadband penetration

The NDA government is committed to improve tele-density, voice and broadband penetration and ensure quality of services to both rural and urban areas to achieve the vision of Digital India, Communications and IT Minister Ravi Shankar Prasad said here Thursday.

"The focus of the department of telecommunications is to create the communication infrastructure for enabling e-services like e-banking, e-commerce, e-education, e-governance, e-entertainment and e-health across the country which is expected to give a new fillip to the inclusive growth of Indian economy," the minister said while celebrating 'Good Governance Day'.

At present, the telecom sector's growth is on the upswing and this growth has to be carried forward with renewed vigour in a sustainable way, he said.

Prasad reiterated that to bridge the rural coverage gap both for voice and broadband penetration, the government has planned to make significant investment for establishing

the National Optical Fibre Network (NOFN) and Government User Network (GUN) to overlay NOFN.



“Based on the pillars of participation, accountability, transparency, responsiveness and efficiency, Good Governance can be effectively achieved through the vision of Digital India of Digital Infrastructure as a utility to every citizen, governance and services on demand and digital empowerment of citizens,” he said at the department of electronics and information technology (DeitY).

Some of the key projects launched at the event were - Time Stamping of Digital Signature, Integrated Indian Languages Virtual Keyboard for Android, PARAM Shavak (Super computer in box solution), .bharat domain in Gujarati and Bangla, e-launch of Support International Patent Protection in Electronics & IT scheme (SIP-EIT).

The other project, which were launched - Disbursements under Modified Special Incentive Package Scheme(M-SIPS), Electronics Manufacturing Clusters (EMC) disbursement, Gyansetu - an internet based real time ICT systems to provide e-Services to the rural

population of India, MTNL Apps for Android smart phones and e-Governance Competency Framework (e-GCF).

Additionally e-Books were launched by the three departments - of electronics and IT, telecommunications and posts. Posts also launched a pocket book.

Prasad launched three new schemes and services for MTNL customers - Make Jodi, waiver of one month rent and MTNL app.

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

Digital India initiative: Government to connect 55,000 villages with phones by December 2016

26 Dec, 2014, 06.25AM IST



The telecom department plans to take mobile network by December 2016 to nearly 10 per cent of villages that are still unconnected, to make the government's ambitious Digital India programme more pervasive.

NEW DELHI: The telecom department plans to take mobile network by December 2016 to nearly 10 per cent of Indian villages that are still unconnected, to make the government's ambitious Digital Indiaprogramme more pervasive. Of the 6,00,000 villages in the country, about 55,000 are still awaiting mobile connectivity.

These villages fall primarily under the red corridor — a vast swathe affected by left-wing extremism — and in the Northeast. "In sync with PM Narendra Modi's vision, it has become imperative to offer digital services on mobile platform," telecom secretary Rakesh Garg said,

speaking at the 'Good Governance Day' programme hosted by the Ministry of Communications and IT.

Under the Rs 1.13 lakh crore mega Digital India initiative, the government aims to connect every nook and corner of the country with broadband Internet, and deliver services electronically through mobile phones. The [Trai](#) had earlier in a study revealed major network gaps in the northeast region. Arunachal Pradesh had the highest coverage gap at nearly 56 per cent, followed by Meghalaya with 38 per cent, Mizoram with 32 per cent and Manipur 24 per cent.

In September this year, the Cabinet had approved spending of Rs 5,300 crore to install 6,673 telecom towers across 8,621 villages, primarily boosting telecom network along national highways in the Northeast.

"The department is setting up telecom towers in Northeast with a pecuniary budget of Rs 5,300 crore and additionally deploying 2,199 towers in left wing extremism affected areas," Garg said. Setting up mobile phone network in the Naxal-affected regions is one of the long-pending demands of the home ministry, which has recently asked the telecom department to fasttrack deployment. Garg said the work would be completed by the end of September 2015

@@@@@

India likely to have 10-15 million 4G subscribers by December 2015: PwC

PTI Dec 21, 2014, 11.42AM IST



(Bharti Airtel and Aircel have...)

NEW DELHI: With more operators launching the super-fast fourth-generation mobile services next year, the 4G subscriber base is expected to reach 10-15 million by December 2015 in the country, consultancy firm PwC has said.

"We expect 4G LTE subscribers to reach 10-15 million by December 2015 driven by competitive pricing, superior network experience and affordable smartphones," PwC India said in a forecast of key trends for Indian telecom sector in 2015.

The LTE will become mainstream in India as well, it said. "In 2015, we will witness multiple Indian players launching 4G on a more efficient 1800 MHz spectrum and Indians subscribers will adopt 4G wholeheartedly to satiate their need for mobile data," PwC Leader Telecom Arpita Pal Agrawal said.

Bharti Airtel and Aircel have started 4G services in select areas. BSNL, Tikona and Augere too need to launch their services in 2015.

Reliance Jio Infocomm, the only pan-India 4G spectrum holder, has plans to launch its 4G services by mid 2015.

Reliance Industries has already announced that it will launch commercial 4G telecom service of RJio in 2015 entailing investment of Rs 70,000 crore.

"India will see a significant spurt in Wi-Fi hotspots driven by both government 'smart cities and 'Digital India' and private sector initiatives."

The firm said increasing penetration of smartphones and their ability to carry confidential subscriber data will be a significant driver for traction in security applications for smartphones.

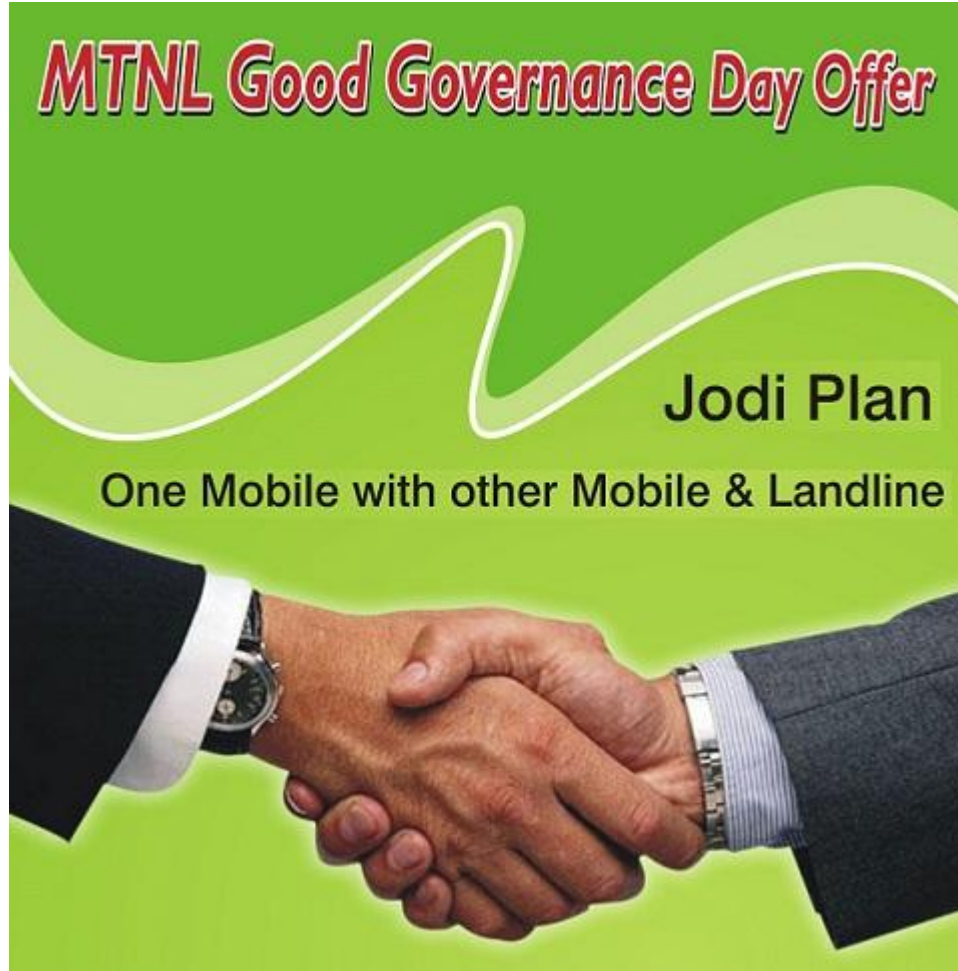
It added intense competition foreseen in the telecom industry due to delayed merger and acquisition (M&A) activities as current M&A guidelines have not been able to stimulate any consolidation in the sector despite all policy makers having expressed the need for it.

"With new network launches expected in 2015, rapidly growing data market will witness intense price competition and will rekindle memories of 2010 voice led price wars," it said.

@@@@@@@@@@@@@@@@@2

[MTNL announces Jodi Plan for FRC of Rs 44 and other Schemes on #Good Governance Day](#)

What BSNL is having, now government owned second telecom PSU, MTNL has announced few schemes for its customers in two metros, Delhi and Mumbai on the occasion of #Good Governance Day celebrations.



MTNL Jodi Plan

On the line of BSNL's Pyari Jodi plan, MTNL announced "MTNL Jodi Plan" for its prepaid subscribers. The Jodi plan can be activated by FRC of Rs 44 which also add talk value of Rs 30 and has validity of 365 days. The FRC The prepaid customer can choose two more numbers, one mobile and one landline number of MTNL of same metro on which they can make calls at reduced rate of 20p/min. Calling to numbers of other network will be a little bit costly, Local call @40p/min and STD calls @50p/min. On activation of the plan, prepaid subscribers will also get freebies of 100 minutes for making local calls to MTNL network and 200MB 3G data for the first month. For more details, [click here](#)

MTNL Broadband one month FMC wavier

As per system prevailing in small carriers in America, MTNL has also announced scheme of waiver of one month fixed monthly charges (FMC) (up to Rs 999) for new broadband connections. This scheme is available from 25th December 2014 (Good Governance Day) and 26th January 2015(Republic day)

MTNL's Broadband Promotional Offer

One Month Fixed Charge

Free

(Subject to ceiling of Rs. 999/-).

The graphic features a green background with a white border. The text is arranged in a hierarchy: the title 'MTNL's Broadband Promotional Offer' is at the top in white on a green background. Below it, 'One Month Fixed Charge' is written in yellow with a black outline. The word 'Free' is the largest, in red with a white outline and a drop shadow. At the bottom, '(Subject to ceiling of Rs. 999/-)' is written in black.

@@@@@@@

Ministry of Communications and IT to announce revival plans for BSNL and MTNL

Wednesday, 24 December 2014

The Ministry of Communications and IT is likely to announce incentives to facilitate the revival of the two state-run operators, Bharat Sanchar Nigam Limited (BSNL) and Mahanagar Telephone Nigam Limited (MTNL).

The telecom ministry has been reviewing the working of both the operators and has focussed on increasing their revenue potential and identifying business opportunities among various other things. Further, the ministry has been planning to merge the two entities in the long run.

The government has also taken a few measures to improve the financial positions of BSNL and MTNL. In this regard, the government has allowed MTNL to account for the pension liabilities of its employees that opted for combined service pension on par with the employees in BSNL. Also, it waived BSNL's loan of Rs 14.11 billion and provided financial support of Rs 4.92 billion to MTNL to meet its minimum alternate tax liabilities.

@@@@@@@@@@

Telecom minister Ravi Shankar Prasad to announce new schemes for MTNL, BSNL customers



As per the schedule of programme, Prasad will announce series of initiatives and achievements of three units -- Department of Telecom, Department of Electronics and IT and Department of Posts

NEW DELHI: Free one-month rental for MTNL's new customers and increase in postal life insurance cover up to Rs 50 lakh are some of the measures that will be launched by telecom minister Ravi Shankar Prasad on December 25 to mark the Good Governance Day.

As per the schedule of programme, Prasad will announce series of initiatives and achievements of three units -- Department of Telecom, Department of Electronics and IT and Department of Posts, under his ministry.

The programme and schemes include one-month rental free for broadband and landline combo plans for new booking for MTNL customers, CDAC developed integrated Indian languages virtual keyboard on Android platform and next generation exchanges of BSNL that will allow offering of multimedia service on landlines.

The minister will also announce enhancement of maximum sum assured in Postal Life Insurance from Rs 20 lakh to Rs 50 lakh per individual.

From December 25 onward, people will be able to book website name in Gujarati and Bengali script after the Minister flags off the project.

The list includes launch of e-governance competency framework under which DeitY will assess and enhance competencies of government officers for visualising, conceiving and delivering e-governance projects.

@@@@@@@@@2

*****ENJOY BSNL 50MB FREE DATA OFFER**

For TOPUP Rs.100 & Rs.200

@@@@@