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भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)
BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

No.EBU/TN/Target Review Meeting/2012-13 dated at Chennai 600 008, the 3.4.2013.

To
The Head of all SSAs,
TN Circle.

Sub: Enterprise Business target-Revenue generation with the available infra- reg.

BSNL, Corporate office is assigning annual target for Enterprise Business every year which is on the ascending order year on year. In order to achieve the target lot of efforts are put forth by the Circle as well as SSA EB team.

In the local Target review meeting held at Chennai on 28/2/2013 and 1.3.2013 under the Chairmanship of GM (EB), it was suggested to explore the possibilities of generating revenue without incurring expenditure and with the available infrastructure / resource.

The following Value added Service which are rich source for revenue generation needs to be tapped by paying focused attention. Exasperating attempts are to be made for prospective result.

1.CUSTOMIZED SMS:

- BSNL offers Customized SMS , a complete SMS Solution wherein the Common SMS Gateway is being shared among customers.
- The customers can send the SMS to their own clients/customers(Mobile users of any network)
- The application level connectivity is provided on Monthly/Annual rental basis
- The customer end requirement is Broadband connectivity. The customers are provided with a FTP username and Password.
- Using that they can upload the file containing numbers and messages in a predefined format.(.txt or .csv)
- BSNL will process the data uploaded and send the SMS.

Potential customers are:

- Schools, Colleges, Universities- Easy mode of intimating students attendance, Marks to parents, Intimation about Holidays/ Reopening or any other announcement.
- Commercial organisations, Jewelry shops- Intimating the present Gold rate to the customers by Jewelry showrooms
- Milk Societies-No of Milk packets with Rates to the distributors, Internal organizational broadcast messages by societies.
- Vehicle showrooms-Vehicle service alerts to the customers.

2.CELL INFORMATION DISPLAY

- Cell Info Display means name of the landmark, or any name of the organization in a Cell Area scrolling in the Mobile handsets. BSNL is offering this Cell Info Display as Cell Broadcast services. It is capable of broadcasting one single message within 17 characters to reach all mobile handsets in an area .
- Available at present from 2G BTS (Base Transceiver Station) only.
- The feature Cell Info Display has to be activated in the Mobile Handsets compatible for Cell Info Display .
- It is an easy mode of Direct advertisement .

3.Retail Bulk SMS

- All Promotional broadcast messages can be sent using BSNL Retail Bulk SMS.
- Customers like Textiles showrooms, Vehicle showrooms, Jewelry shops can give broadcast of the new arrival of products, any discount offers, exhibitions to BSNL customers.
- Messages will be broadcast after complete scrubbing with Customer Preference Registry and hence no violation of TRAI Regulations.
- It is an easy mode of Direct advertisement.

4.Vanity landline number: SSA Vanity landline numbers

BSNL provides landline service as per the guidelines of BSNL corporate office. Enterprise Business wants to promote the landline business by offering vanity landline numbers to enterprise customers. Tariff has been fixed by Enterprise Business unit for the allotment of vanity numbers to Enterprise customers on approval from competent authority. Two types of vanity numbers are offered

1. Single vanity number across Tamilnadu/country
2. Vanity landline number in SSA level

Enterprise customers in various sectors are in requirement of vanity landline numbers. Presently there is a huge growth in service sector business. Customers in Service sector are in need of vanity numbers. They are in need of vanity landline numbers for their business promotion and also for easy remembrance of their customers.

- BSNL offers existing and customized vanity number for landline as per the customer requirement
- **Target customers:** Call centers, call taxis, hotels , Hospitals etc

Tariff for SSA vanity numbers

SI No	Details	Business firms			Individual Customers		
		Vanity charges*	Creation charges if level has to be created*	Total	Vanity charges*	Creation Charges if level has to be created*	Total
1	Three digit STD code locations	30000	20000	50000	10000	10000	20000
2	Four digit STD code locations	15000	5000	20000	5000	5000	10000

*Service tax extra

- The provision of vanity numbers requested by the customer will generate
 - One time revenue for vanity number charges
 - Recurring revenue for the telecom services availed and
 - IUC charges when calls to these numbers are made from other operator numbers.
- The revenue realized for the past 4 months for SSA vanity numbers including the telecom service availed by the customer is Rs.5.6 lakhs

Details of Vanity land line numbers allotted in SSA level

SI No	Customer	Number	SSA
1	Mira taxi(friends track)	0416-2333444	Vellore
2	Eesa track	0452-2777999	Madurai
3	Call ezee (Erode)	0424-2424242	EB cell
4	Easy taxi	04543-244555	Madurai
5	Maran travels	04561-222222	Karaikudi
6	Hotel Saravanbhavan	0427 2555555	Salem
7	Lemon call taxi	0427-2300300	Erode
8	Hotel Saravanbhavan	0427-2399999	Salem
9	Hotel quality Inn	0435- 2555555	Kumbakonam

Since few numbers are reserved for some corporate customers by corporate office and Circle office, Corporate Intranet/circle intranet shall be verified before allotting numbers to the customers

Single Vanity number across Tamilnadu/south India/Country

Business firms, call taxis, call centers and firms in service sectors having branches across south India/ India requires single vanity number for all their branches. The below tariff has been fixed for those customers on approval from competent authority.

CHARGES FOR SINGLE VANITY NUMBERS ACROSS TAMILNADU/SOUTHERN REGION/COUNTRY			
SI No	STD code areas	Vanity charges*	Creation charges if level has to be created*
1	Two digit(Metro)	100000	25000
2	Two digit(other than metros)	50000	25000
3	Three digit	25000	20000
4	Four digit	15000	5000

- Service tax extra

Conditions:

1. The customer has to avail the numbers within 6 months.
2. Number can be provided to one branch in one SDCA
3. The numbers will be extended on landlines or in ISDN PRI as per the requirement of the customer at customer branch locations.
4. Minimum number of location 20

Single vanity number across the country/south India is being dealt by Enterprise Business unit, circle office. The revenue realized in this sector for the past 6 months is Rs. 6.51 lakhs. The below numbers are allotted to the customers

SI No	Customer	Number	No of Branches Reserved By the customer	No of branches service availed
1	Bharathi cabs	28880000	19	5
2	FTO	28882222	18	3
3	Best Track	26669999	11	3
4	Fasttrack	28889999	13	13

5. Voice Outbound Dialling

- Customers can give broadcast message in voice format to their clients.
- Customers have two options. For Permanent requirement, Voice OBD Hardware at their premises and broadcast by themselves. For Temporary requirement, customers can use the Voice OBD Server of the Channel partners on prepaid rental basis.
- Very effective means of communication useful for Hospitals, Schools to give information about any Health camps, Intimation to parents about the Holidays, students leaving hostels.

6. Out Bound Dialing (OBD) as service by BSNL

Presently there are business opportunities for Out Bound Dialing facility among Enterprise customers.

Out Bound Dialing sends recorded voice information to mobile numbers or landline numbers (Like BSNL payment announcements) . Since probability of SMS being read is reducing due to the receipt of more SMS, OBD is getting popular.

Target customers:

1. Collections agents for sending payment announcement to their customers
2. Colleges/hostels/schools to give announcement to their parents
3. Reminder of Marriage/function date, time and venue by the person conducting the marriage/function

Details to be given by the customer:

1. A wave file to be send
2. List of mobile/landline numbers to which the announcement has to be send.
3. The time and date for delivery of message
4. Since the mobile numbers will not be scrubbed, the customer should give a declaration that the complaint from the recipient if any will be brone by the customer.

OBD Hardware

Enterprise Business unit also provides Hardware required for OBD, if the customer prefers to do OBD call out of his own. This hardware is provided through empanelled channel partners of Tamilnadu circle. In small scale OBD can be done with analog lines. For bulk OBD requirement ISDN PRI based hardware with software has to be provided. The tentative onetime cost for OBD hardware with 2 analog lines with software is Rs.90,000/- and the tentative onetime cost for OBD hardware with ISDN PRI is Rs.3.3 lakhs. IVRS solution can also be provided using OBD hardware Under taking has to be given by the customer that OBD calls will not be used for business promotional calls.

7.Hotline Service to Government organization

BSNL offers a host of phone plus services, converting the old basic telephones to a sophisticated tool which can be used for a variety of applications. Hotline service is one of the phone plus services offered to enterprise customers. All phone plus services are provided free of cost.

Government organizations are in need of Hotline facility between their offices in different locations in Tamilnadu. Hot line service is presently offered through CDR .

1. The circuit will be booked in TVARIT as 64 Kbps leased line for billing purpose. Billing will be done annually
2. Annual advance payment will be collected for leased line by the respective SSA.
3. Landline will be booked in CDR (hot line facility with zero billing) with an indicator
4. Land line number will be created in respective switches with dedicated hot line facility by suitable configuration in TAX

8.Personalised Ring Back Tunes(PRBT) (Corporate tune)

- Corporate customers can have RBT of their own. RBT can be given to Mobile numbers of internal clients/ employees of Corporate customers .
- RBT can be a motivational tone about the Company.

9.PRBT Service on landline

Personalized Ring Back Tone (PRBT) service of BSNL which is presently available to mobile phone customers .

1. Monthly fixed charges including download charges @ Rs 30/month for two songs which will be played in shuffle mode
2. IVRS Call charges will be one Metered Call unit (MCU) for 20 seconds
3. IVR call charges- Rs2.00/call
4. Service will be activated within 24 hours
5. To change your songs thru IVRS, the download charges are Rs12/-

BSNL has signed agreement with onmobile for provision of PRBT service on landline. The service is enabled in the following exchanges. The work in AXE and OCB switches are under process.

1. CBT GANAPATHY, TIRUPUR EWSD,
2. SLM SEVVAPETTAI, SLM MEYYANUR,
3. TRICHY -CONTONMENT, MG GATE, TIRUVERUMBUR, KARUR,
4. MADURAI - VILLAPURAM, ELLIS NAGAR, TALLAKULAM, EAST MASI, DINDUGUL
5. NAGERCOIL EWSD,
6. RAJAPALAYAM EWSD,
7. NILGIRS EWSD.

Individual customers can dial 56100 and choose their song.

Corporate customers already having PRBT on mobile can be approached and same song can be used for Landline.

For new corporate customer the number list with consent letter (format will be provided on request by mr. Ramesh Onmobile 9442119989) and the song has to be send to on mobile. The PRBT will be implemented wherever it is feasible.

10.VVoBB Service

- BSNL Corporate office has launched a new service called Voice & Video over Broadband (VVoBB). BSNL has signed an agreement with ITI . M/s Click Telecom has signed an MOU with ITI as consortium partner for proving this service. This service is offered on revenue share terms.
- VVoBB uses 'Voice over Internet Protocol' (VoIP) technology . It's a great new way to make and receive phone calls using the broadband connection instead of analog phone line. BSNL converts the phone calls into data packets and transmits them through your high-speed broadband connection via exclusive Private Virtual Circuit (PVC) created for managed high quality video calls. When Video and Voice comes to the other end, it is just like a face a face call.
- Any BSNL Landline or FTTH subscriber can apply for VVoBB Service. If broadband facility is not available on the landline, VVoBB shall be provided by extending DSLAM port without Internet access (Name of special broadband plan is BB-VVoBB-No-Internet.
- BSNL VVoBB service supports all Class 5 features like Call Forward, Call Hold and retrieve, Music on hold, and CLIP. VVoBB charges will be added in your landline/broadband bill and delivered to you along with landline bill.
- The service can be availed through nearest BSNL Customer Service Centre or the customer can submit the request on the Click Telecom call centre by dialing 18002330999. Click Telecom agent will visit customer premises for collecting the application form.
- Closing BSNL Broadband Account will automatically cancel BSNL VVoBB service
- There are different plans for broadband customers and FTTH customers

Video Phones are available in two options

1.Outright Purchase 2. Rental basis

- Please visit <http://www.clickbsnl.com/> for tariff details

11. Doordarshan Video call facility – e.g., BSNL sports quiz
12. Burglar alarm at Banks / ATM centres using CDMA WLL Telephone Hotline facility
13. Video surveillance at Banks and ATM centres
14. Municipal Corporation – Handheld machines – Hardware with profit Margin
15. Commissioning of ATMs at BSNL's premises
16. Letting out BSNL's vacant quarters and office premises for State and Central Government offices
17. Renting of Dark fibre to cable TV operators
18. Toll free numbers
19. Personal name tune in mobile phones. (the ring back tone will be heard as "thank you for calling(here the name of the called person will be heard) This service can be activated by sending SMS to the number 56799 on payment of ₹42/= per month.

It is requested to bestow more focused attention on the above VAS to boost the exchequer of BSNL without spending towards offering the above services .



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