

## **CMD, BSNL MESSAGE ON 15<sup>TH</sup> AUGUST, 2013**

### **Dear Customers**

On the eve of India's 67<sup>th</sup> Independence Day, I extend my heartiest greetings and good wishes to over 118 million valued customers of BSNL and people of the country at a large. It is a moment of celebration, a day to pay tribute to martyrs because of whose struggle and sacrifice we are breathing air of freedom. BSNL's network, reach, infrastructure and services are unparalleled. Telecom services have supported the socio-economic development of India and have played a significant role in narrowing down the rural-urban digital divide to a large extent. With the introduction of e-governance, the transparency in governance is being ushered in

India's telecom network is the third largest in the world on the basis of customer- base and it has one of the lowest tariffs in the world. Present tele-density in the country is 73.34% and broadband density is 1.23%. BSNL has rolled out 3G Network in 1300 cities across the country which is the largest roll out by any telecom service provider. In pursuit of our mission for better life for rural communities, backbone infrastructure is being created to provide broadband connectivity to village Panchayats, common service centers, schools, colleges and universities. We have provided 5.82 Lakh VPTs, 41794 Rural GSM, 8308 Rural CDMA Towers and 9.95 Million Broadband connections in the country. Special focus is being given to broadband connectivity to Common Service Centers (CSCs), Panchayats, Colleges and Universities. Broadband accessibility will make it possible to drive information, knowledge and content to the people in rural India. BSNL has already launched BWA (Wi-Max) services in rural areas of the country which provides wireless broadband connectivity to rural CSCs and Village Panchayats for implementing Government programs.

BSNL is the largest service provider in broadband segment. Broadband revolution has not only helped in creating a niche for India globally but is now also going to transform the hinterland of the country. We as a country can look forward to better networked and informed Society sooner than later. For urban households, business and corporate customers we have rolled out Fibre-to-Home (FTTH) technology which provides services such as voice, high speed Internet, IPTV, video on demand/ High speed game VPN & Leased circuits.

BSNL has commercially launched world-class cloud computing services from Managed Cloud Platform (MCP) hoisted Internet Data Centre(IDC) at Ahmedabad to serve the needs of Indian Government and Private Organizations. On the occasion of Independence Day, BSNL for its customers announced drastic reduction in 3G Data tariff for the post paid subscriber to only Rs.125 per GB per month and similarly for prepaid customers it will cost only Rs.139 for 1GB download. BSNL is also providing free Data roaming Pan India. There will be no differentiation for use of 3G or 2G network as BSNL has enabled its all subscribers with 3G facility. BSNL has Pan-India presence for 3G services and has covered more than 1300 towns till date. The Data tariff for usage beyond free limit is just 1 paisa/ 10 kb for post paid services and cheapest among all other Telecom Operators.

BSNL has recently introduced product sale through Women Retailers, Direct Selling Agents and Rural Distributors as a step to contribute to women empowerment in the country. Under the scheme women can become Direct Selling Agent, Rural Distributor or Retailer. This unique scheme covers remote, urban & rural segments of the society on Pan India basis where small entrepreneur or unemployed women can become part of distribution channel for BSNL products & services. Besides empowering women through additional income stream, this scheme will also

improve the reach of BSNL products, which will now be available at the door steps of subscribers.

We are committed to deliver efficient and prompt service to our customers through our quality network spread all over the country. I would like to assure all our esteemed customers of untiring efforts in continuing to provide the best possible service. We also look forward to their continued patronage in availing our services.

I take this opportunity to extend my best wishes to all our valued customers for upcoming festivals of Raksha Bandhan and Janamashtami!

**R.K.Upadhyay**  
**15.8.2013**