

**GOVERNMENT OF INDIA
COMMUNICATIONS AND INFORMATION TECHNOLOGY
LOK SABHA**

UNSTARRED QUESTION NO:283

ANSWERED ON:23.02.2011

IMPACT OF MOBILE NUMBER PORTABILITY

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Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:

- (a) whether the Government has recently assessed the impact of the recently launched Mobile Number Portability (MNP) service on MTNL and BSNL customers;
- (b) if so, the outcome thereof;
- (c) the numbers of BSNL and MTNL subscribers switched over to other operators after the implementation of Mobile Number Portability (MNP), company-wise alongwith the reasons therefor;
- (d) whether the State owned mobile telephone operators propose to roll out additional benefits to their customers to retain the existing customer base;
- (e) if so, the details thereof; and
- (f) other measures taken/being taken by BSNL and MTNL to retain the existing customers and add new customers in the competitive environment?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY (SHRI SACHIN PILOT)

(a) to (c) The Government has launched the Mobile Number Portability (MNP) service on 25.11.2010 in Haryana and on 20.1.2011 in the rest of the country. After implementation of MNP, the number of BSNL and MTNL subscribers, who have switched over to other operators (port out) and number of subscribers of other operators who have switched over to BSNL and MTNL (port in) are as under:

	MTNL	BSNL
No. of subscribers port out	10,355	2,23,824
No. of subscribers port in	4,486	92,243

The main reasons for porting out have been reported to be network/coverage issues, tariff issues etc.

(d) to (f) The major steps taken / being taken by BSNL to retain the existing customers and add new customers in the competitive environment are as follows :-

- (i) Forgoing porting fees from subscribers coming into BSNL network.
- (ii) BSNL has formed Special Cells in its circles to contact customers and address their grievances.
- (iii) Introduction of Competitive tariff plans.
- (iv) Additional incentives for distributors and retailers.

The major steps taken / being taken by MTNL to retain the existing customers and add new customers in the competitive environment are as follows :-

- (i) All exchanges have been made Digital to improve service quality.
- (ii) Rehabilitation of outdoor network to reduce fault rate.
- (iii) Optimization of mobile network to improve upon the coverage and capacity.
- (iv) Opening of new Sanchar Haats.
- (v) Introduction of Competitive tariff plans.

(vi) In Mumbai, MTNL has waived off MNP porting charges of Rs.19 for porting in customers