

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

UNSTARRED QUESTION NO:508

ANSWERED ON:03.08.2011

DECLINING SHARE OF BSNL AND MTNL

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

- (a) the number of new landline and mobile connections issued by BSNL and MTNL in the country during the last three years and the current year, State-wise;
- (b) whether the market share of BSNL and MTNL is declining continuously;
- (c) if so, the details thereof and the reasons therefor;
- (d) whether these companies also propose to introduce some new attractive plans for mobile/landline users like reduction in tariff and the monthly rental and also improvement in customer services so as to increase their customer base; and
- (e) if so, the details thereof?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY (SHRI MILIND DEORA)

(a) The number of new landline and mobile connections issued by Bharat Sanchar Nigam Limited (BSNL) and Mahanagar Telephone Nigam Limited (MTNL) in the country during the last three years and the current year are given Circle wise at Annexure I & II respectively.

(b) & (c) Yes Madam, the market share of subscribers of BSNL and MTNL is declining. Market share of BSNL and the market share of MTNL (Delhi and Mumbai) during last three years and the current year are as follows:

S. No.	As on	BSNL's percentage market share		MTNL's percentage market share	
		Delhi	Mumbai	Delhi	Mumbai
1	31.3.2009	18.98	14.64	20.21	
2	31.3.2010	15.66	12.71	15.80	
3	31.3.2011	13.83	10.04	12.58	
4	30.6.2011	13.37	9.62#	12.17#	

This figure is as on 31.5.2011.

The reasons for decline in market share of BSNL and MTNL are as follows:

Fierce competition with private telecom service providers especially in wireless services.

Churning of fixed line subscribers, due to their preference for mobile services.

(d) & (e) Promotional Schemes, recently introduced by BSNL and MTNL, are as follows:

(i) BSNL

BSNL has recently launched very attractive mobile plan like "Rakshak Plan". This plan is for Paramilitary forces of the country. Under 'Rakshak Plan', the Paramilitary personnel can make free calls upto 30 minutes per day to his / her home mobile number from any part of the country where BSNL is a service provider, no roaming charge is applicable for the paramilitary personnel while roaming in BSNL network and SIM Activation charge and security deposit are waived off under this plan.

BSNL has recently revised many old tariff plans and introduced many new tariff plans for its broadband & landline-cum-broadband connections for offering reduction in download charges, reduction in monthly rental, increase in download speeds, increase in free download limit and free call limits etc.

(ii) MTNL

MTNL Delhi:

New Friends and Family (FnF) Plan - 90 days Promotional offer

Regularization of Promotional offer - UNLIMITED Data Plans in 3G (Postpaid & Prepaid)

Tariff Revision of Broadband Plan `TriB Delight 850 & TriB Delight 850 combo` w.e.f 18.07.2011

MTNL Mumbai:

`Happy Hour` Unlimited Plans for surfing at higher speed at Night & on Sundays.

Broadband unlimited and combo plans, offers more speed during night and additional free calls.

In order to improve customer services, BSNL and MTNL are taking the following steps:

(i) BSNL

Stepping up of service level agreement based outsourced call centres.

Up gradation of all its customer service centres with Information Technology (IT).

Introduction of Call Details Record (CDR) based billing and commercial & customer relations management.

Introduction of computerized on-line customers interfaces for bill payment etc

Upgradation of its external plants.

(ii) MTNL

Taking care of its customer's conveniences by opening Sanchar Haat, customer service centre.

Increasing the points where customers can make payments.

Appointment of Dealers & Agent & special care of Corporate Customers.

Customer care portal, online complaint booking and tracking, etc