

**Corporate Office**  
2<sup>nd</sup> floor, Bharat Sanchar Bhawan,  
Harish Chandra Mathur Lane, Janpath  
New Delhi – 110001  
Tel.: 011 – 23314935  
Fax: 011 – 23734052



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

**BSNL 3G** )))) **BSNL LIVE**  
2010

**File No.: 200-39/2009-VAS**

**Dated: 09-09-2011**

To,

1. All Chief General Managers,  
Telecom Circles/Districts
2. GMs (VAS – Nodal)  
North/East/West/South zone

**Subject: Promotion strategy of “BSNL APPS Store” service – reg.**

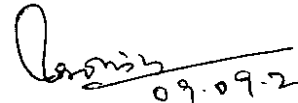
**Ref: Letter No. 200-39/2009-VAS dated 20/07/2011 & 09/08/2011 (available on BSNL intranet site).**

Kindly refer above cited letter wherein promotional plan for “BSNL APPS Store” service has been conveyed. In order to make the service popular, approval of the competent authority is conveyed for promotion plan of the service for the month of September 2011 details of which are mentioned below:

- a) September 2011 declared as **FREE APPLICATIONS MONTH** for “BSNL Apps Store” service wherein about 20 free popular applications as proposed by M/s Accenture will be made available to customers. Subscribers shall be made aware about this through alerts on SMS & MCN.
- b) Flash Banner of “BSNL APPS Store” service should be placed prominently on Circle websites. An action is being taken for placing flash banner on BSNL Corporate site also.
- c) Representative of M/s Accenture shall approach all circles and make presentation for direct awareness among BSNL VAS officials at circle level and officials from CSCs/Call Centre/Training Centre so that circles can take the promotional/awareness activities further. For this Mr Abhilash Somanchi of Accenture may be contacted, contact details are provided below.
- d) Information about “BSNL APPS Store” can also be put at suitable place on Telephone bills.
- e) Promotional information and links are also updated on BSNL’s Facebook and Twitter accounts. Web links of Facebook and Twitter are as follows:
  - Facebook - [www.facebook.com/pages/BSNL-live-3G/153156771372949](http://www.facebook.com/pages/BSNL-live-3G/153156771372949)
  - Twitter - <http://twitter.com/BSNLLiVE3G>
- f) Press release to be issued in local media at Circle level so as to make public aware of “BSNL’s Apps Store” service (draft press release enclosed).

It is requested that promotional activities and resultant revenue increase may be monitored closely and compliance report on the same may be sent to corporate office..

This is for further necessary action at your end please.

  
09.09.2011

(M. Subramanian)  
AGM (VAS – IV)

CC:

- a) M/s Accenture - for necessary action please (Mr. Abhilash Somanchi, Contact No. 9871011276, Email – [abhilash.somanchi@accenture.com](mailto:abhilash.somanchi@accenture.com))
- b) M/s PK Online- for necessary action please
- c) M/s UTPL- for necessary action please

**Bharat Sanchar Nigam Limited**  
**Launches**  
**“Mobile Applications Store” Services**

Bharat Sanchar Nigam Limited (BSNL), one of India's leading Telecommunications companies, launched new mobile application services – called “**BSNL Apps Store**” – for its 2G/3G cellular mobile postpaid and prepaid subscribers in the country.

The “**BSNL Apps Store**”, which Accenture helped develop and will manage, is a centralized hub for mobile applications developed specifically for mobile phones. Once the APPs Store is fully loaded, BSNL mobile subscribers can browse the collection of upto 100,000 mobile applications from around the world and download them directly to their mobile phones either for free, or for a one-time charges or monthly subscription.

Most of the applications (about 80%) are fee-based; while 20% are free to BSNL customers. Applications available include *Social Networking, games (multi-player, 3D, action, sports, racing, and puzzles), entertainment, utilities, music, cricket, sports, finance, books, education, religion, business, productivity, lifestyle, Bollywood, health and fitness, navigation, weather, news, photography, travel, and other applications.*

BSNL mobile subscribers can access the “BSNL Apps Store” through the provider's ‘BSNL Live’ WAP portal, which already provides services such as BSNL Hello TV, Video on demand, movies on demand, multi-player games, and full-track music downloads.

“By launching our ‘**BSNL Apps Store**’, which has thousands of applications specifically targeted to younger consumers, we are moving to re-invent our brand as youth-oriented and to provide world class services, especially to customers in the more than 800 cities where we’ve rolled out 3G services, where our subscribers will be able to have multimedia experiences of the highest quality,” said R.K.Agarwal, Director (Consumer Mobility), BSNL. The BSNL mobile application store will enable us to bundle products and offers for specific customer segments, which will help us improve consumer value and customer loyalty, resulting in higher sales and higher average revenue per user.”

BSNL subscribers will be offered the latest mobile capabilities – from gaming, to health and fitness, to sports – that will be designed for and targeted to specific subscriber communities. BSNL users include large, medium, and small businesses, as well as consumers which will be segmented according to age and particular interests.

“BSNL Apps Store” will enable its customers to automatically update their social networking sites with information on the mobile applications they download and use, which BSNL expects will increase customers’ interest in mobile applications.