

**Corporate Office**  
2<sup>nd</sup> floor, Bharat Sanchar Bhawan,  
Harish Chandra Mathur Lane, Janpath  
New Delhi – 110001  
Tel.: 011 – 23327961  
Fax: 011 – 23734052



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

**BSNL 3G** )))) **BSNL LIVE**  
Faster than your thoughts 2010

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

**Dated: 20-07-2011**

To.

All CGMs,  
Telecom Circles/Districts.

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

BSNL has signed an Agreement with M/s Accenture (No. 200-39/2009-VAS dated 31 July, 2010) for the provision of Mobile Application Store service under BSNL brand name “APPS STORE”. The said service has been commercially launched in North/East/West zone and going to be launched in South zone soon.

2. The zone wise revenue report of “BSNL APPS Store” service from the date of launch of service is attached herewith at Annexure ‘A’. The report shows that the revenue received from the said service are far lagging behind the targets decided for the service which is Rs 5 Crore.

3. You are requested to kindly take necessary action for internal marketing followed by sales promotion campaign among sales channels (Franchises/Retailers/CSC staff/DSAs), Commercially important customers, Educational institutions, Small & Medium enterprises etc. A presentation on “APPS STORE” service is enclosed herewith. FAQs of APPS Store service have already been uploaded on BSNL corporate site [www.bsnl.co.in](http://www.bsnl.co.in). A press release is also enclosed herewith for releasing in local news papers.

4. It has become essential to strengthen the VAS team in circles which needs to closely monitor revenue from VAS and should keep updating you on day-to-day basis.

This is issued with the approval of competent authority.

Encl: As above

*Akjoshi*  
*20-07-2011*

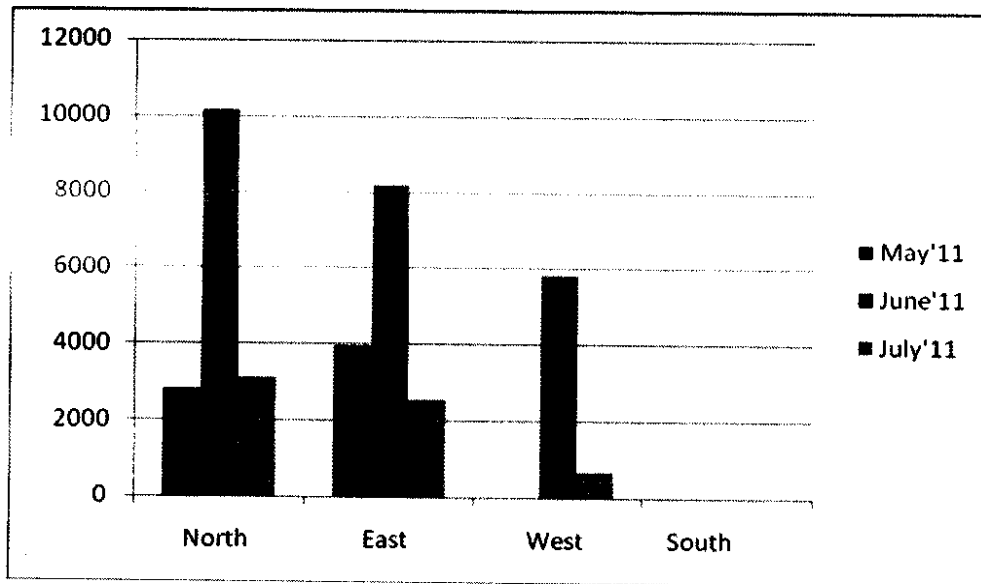
(Ashwini Kumar Joshi)  
AM (VAS I-2)

CC:

1. Director (CM), BSNL C.O. – for kind information please
2. M/s Accenture.

**ZONE WISE BSNL "APPS STORE" REVENUE REPORT**

	North (LA) (launched on 24/4)	East (LA) (launched on 24/4)	West (LA) (launched on 24/4)	South (LA) (launched on 24/4)	
<b>May'11</b>	2795	3952	0	0	<b>6747</b>
<b>June'11</b>	10160	8176	5823	0	<b>24159</b>
<b>July'11</b>	3109	2544	685	0	<b>6338</b>



July'11 data is till 11<sup>th</sup> July'11.

**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.