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

No. F.No.1-2/2014-PR

Dated: 03-06-2015

To

All Chief General Managers/PGMs/GMs
Telecom Circles/Telecom Districts/SSAs,
Bharat Sanchar Nigam Limited.

Subject: BSNL Announces FREE National Roaming.

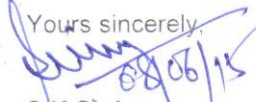
BSNL has decided to offer FREE incoming calls to its mobile customers from 15th June, 2015 for a period of one year to begin with, while on roaming across the country. The announcement comes ahead of the scheme call full Mobile number Portability (MNP) which is in the offing. Announcing this in a press conference Minister of Communications & IT, Ravi Shankar Prasad said "As always, BSNL has taken lead to announce yet another landmark decision in the larger interest of public which will benefit crores of its existing as well as new subscribers. Now BSNL mobile customers will not need to carry multiple SIMs and handsets during roaming. They are now free to talk as long as they want without worrying of any charges during incoming calls. In fact it is like a dream of 'ONE NATION ONE NUMBER' come true. This will specially benefit the people having transferable jobs and student community who have to change their mobile numbers very frequently owing to transfer liability."

Speaking on the occasion CMD BSNL, Anupam Shrivastava said "In the past also we were the first movers in many customer beneficial initiatives. In 2002 when we entered in mobile segment we started free incoming calls for the first time within License Service Area (State). Prior to that, the customers had to pay for incoming calls also at the rate as high as Rs.16/- per minute. Today the tariff in the telecom industry in India is the lowest in the world, its credit also goes to BSNL because before entry of BSNL in mobile telephony, the call rates charged by private operators were as high as Rs.24/- per minute. Recently we had announced FREE night calling facility to our landline customers to call any mobile and landline number of any network in India. BSNL was the first to offer such a facility. Although there could be slight reduction in revenue on account of free incoming calls during roaming but we expect to gain first mover advantage and anticipate offsetting this amount by arresting churn out/porting out and by acquiring new customers".

As per instruction from CMD BSNL, it is desired to make wide publicity of this offer among public. CGMs of all Telecom Circles/Telecom Districts will organize Press conferences at Circle office and at all SSA level concerned GMs will organize Press conferences. **We may take benefit of this opportunity and popularize this scheme, which will be helpful in enhancing the image of BSNL among the general public. Also, there will be increase in numbers of new Mobile connections which will lead to increase in telecom revenue.**

This is issued with approval of CMD BSNL.

With regards,

Yours sincerely,

S.K. Sinha
G.M. (Admn. &PR)