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(भारत सरकार का उपक्रम)  
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To

1) to 26) All Chief General Managers,  
BSNL Telecom Circles/ Metro Distts.

No. 1-2(1)/Market Share/2014-CP&M

Dated: 01.10.2014  
16.

**Sub:** Tele-density and Market Share as on 31.08.2014.

During August 2014, the total telephone connections & total wireless telephone connections in the country have increased by 4.81 million & 5 million respectively, taking the total telephone connections in the country to 952.1 million (As on 31st August, 2014). Some operators have been showing the negative growth i.e. BSNL(0.7 Mn.) & Loop Mobile(0.9 Mn.) in the total telephone connection during August 2014 (As per BSNL MIS Report, COAI & AUSPI reports). During July 2014, 0.07 million broadband connections were increased taking the total broadband connections in the country to 15.04 million as on 31.07.2014.

The tele-density & market share of all telecom operators is prepared from above reports & enclosed as Annexure-1 to 11.  
From reports, it is seen that:

**1.0 For total telephone connections:**

1.1 The total telephone connections as on 31.08.2014 are 952.1 million, out of which 105.1 million are provided by BSNL.

1.2 BSNL has been at 05<sup>th</sup> position as an operator with Market share of 11.04%. BSNL market share has decreased by 0.12% during the month of August 2014 and by 1.1% during 2014-15 (upto 31.08.2014).

1.3 BSNL's telephone connections have decreased by 0.7 million during the month of August 2014 and by 8.1 million during the year 2014-15 (upto 31.08.2014).

1.4 BSNL has been at 13<sup>th</sup> position w.r.t. addition of the total telephone connections during FY 2014-15 (upto August 2014).

**2.0 For Wireless connections:**

**2.1 For Wireless Service:**

2.1.1 The total connections as on 31.08.2014 are 924.6 million, out of which 87.6 million are provided by BSNL.

2.1.2 BSNL has been at 05<sup>th</sup> position as an operator with Market share of 9.5%. BSNL market share has decreased by 0.11% during the month of August 2014 & by 1% during 2014-15 (upto 31.08.2014).

2.1.3 BSNL's connections have declined by 0.5 million during the month of August 2014 and by 7.1 million during 2014-15 (upto 31.08.2014).

2.1.4 BSNL has been at 13<sup>th</sup> position w.r.t. addition of the total wireless connections during FY 2014-15 (upto August 2014).

2.1.5 The Wireless industry has grown by 2.22% in terms of connections during 2014-15(upto 31.08.2014) but relatively, BSNL has declined by 7.5%.

## 2.2 Proportion of VLR subscribers:

2.2.1 The graphical depiction of proportion of VLR Subscribers, service provider wise is given at Annexure-11.

2.2.2 The total VLR Subscribers as on 31.07.2014 is 797.07 million, which comes to approximately 86.76% of total wireless telephone connections.

2.2.3 In terms of %age of active subscriber, BSNL is at 08<sup>th</sup> position with 64.88% active connections.

2.2.4 Idea leads the list in %age of active subscriber with 101.38%, followed by Reliance 97.68%, Airtel 94.66%, Vodafone 94.17% and Unitech 71.68%.

## 3.0 For Broadband(DSL) services:

3.1 The total connections as on 31.07.2014 are 15.04 million, out of which 9.94 million are provided by BSNL.

3.2 BSNL has declined by 0.01 million connections during the month of July 2014.

3.3 BSNL has been at 1<sup>st</sup> position as an operator with Market share of 66.1 % as on 31.07.2014. BSNL market share has decreased by 0.4% during the month of July 2014.

## 4.0 Summary:

4.1 The tele-density in the country is 76.4% with Delhi License area at top (232%) and Bihar License area at lowest (47.5%) as on 31.08.2014. The Broadband-density in the country is 1.21% out of which BSNL has provided 0.8% as on 31.07.2014.

4.2 As an operator with total number of telephone connections in a single license area BSNL holds 1<sup>st</sup> position in Kerala Circle.

4.3 In total number of wireless connections, BSNL has No.2 position in two License areas viz. H.P. & Kerala Circles.

Encl:- Annexure 1 to 11.

*Key*  
16/10/14  
AGM(CPM-1)

Copy to: 1) O/c

2) CMD BSNL for kind information.

3-7) Director (CFA/CM/ Enterprise/HR/F) for kind information.

8-11) ED (IT&CA/CN/F/NB) for kind information.

12-14) GM (C&M)/Company Secretary/MIS

15) BSNL Intranet Portal

If you find any discrepancies OR hence any suggestions to improve this report kindly e-mail at agmcpm1@gmail.com