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

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ए.रॉबर्ट जे. रवि, आईटीएस  
अध्यक्ष एवं प्रबन्ध निदेशक  
**A. ROBERT J. RAVI, ITS**  
Chairman & Managing Director



### A New Year of Opportunities and Transformation

Dear CGMs, Esteemed Colleagues, Representatives of Unions and Associations, and the Entire BSNL Family,

As the dawn of 2025 breaks upon us, I extend my warmest wishes to you and your families for a New Year filled with joy, prosperity, and fulfilment. This is a moment not only to celebrate but also to reflect on our collective journey—our achievements, challenges, and the incredible spirit that drives BSNL forward.

### A Journey of Transformation in 2024

*"Success is not the fruit of chance but the result of tireless effort"*, and our performance in 2024 stands testament to this truth. Together, we have overcome obstacles, harnessed opportunities, and laid a strong foundation for BSNL's resurgence.

- **4G Expansion:** Over 69,000 towers installed, with 58,000 commissioned—each one representing our commitment to Connecting India, from the bustling cities to the remotest corners of our nation.
- **Customer-Centric Growth:** Over 1 crore new 4G customers; increasing FTTH subscribers and new business opportunities (demonstration of technology in captive environment at Kumbh Mela)—a monumental step in reclaiming BSNL's space in the hearts of our customers.
- **Technological Milestones:** The launch of National WiFi Roaming, Intranet Fibre TV, BSNL intranet TV, D2D, Private 5G services etc marked the beginning of a new era of innovation.
- **Financial Progress:** From land monetization to enhanced efficiency, our efforts have started bearing fruits, with revenues steadily improving.

Today also marks the beginning of BSNL taking over the operations of MTNL for the benefit of our valued customers. I urge all BSNL and MTNL staff to come together and work as one unified family, striving towards a shared vision of excellence and service.

These achievements were possible because of the relentless dedication and selfless service of every member of the BSNL family. Like the great ocean formed by countless rivers, BSNL's strength lies in the contributions of each of you

## **The Road Ahead in 2025**

As we step into this New Year, let us remind ourselves of our shared mission to make BSNL a symbol of reliability, innovation, excellence- providing Secure; Affordable; Reliable services. 'Excellence in action' should be our guiding principle as we take on the challenges of 2025.

- **Building the Future:** We aim to commission 100,000 4G towers by March 2025, expanding our reach and impact like never before.
- **5G Vision:** The seeds of our 5G network have been sown, and 2025 will see us nurture these into a reality that redefines connectivity in India.
- **Customer First:** Whether it's the seamless resolution of FTTH issues or delivering new-age services like eSIM and AI-powered spam detection, customer satisfaction should remain at the heart of our efforts.
- **Expanding Horizons in the Enterprise Segment:** Establishing our presence in the enterprise segment with cutting-edge technologies such as data warehousing, MEC (Multi-access Edge Computing), captive networks, and Security Operation Center (SOC) services; venturing new business opportunities in real estate.
- **Empowering Each Other:** Let us embrace the spirit of ownership. Take charge of a BTS, an OLT, or an enterprise customer. Let us ensure that every task, no matter how small, is executed with excellence- with BSNL First Policy.

The time has come to rise as one team, united in purpose. Each of us has the power to uplift not just ourselves, but also this great organization, our colleagues, and the millions who rely on BSNL every day.

As we step into this New Year, let us pledge to work tirelessly, to innovate fearlessly, and to serve selflessly. The legacy of BSNL is in our hands, and together, we can write a new chapter of success, growth, and excellence.

I thank each of you from the depths of my heart for your dedication, perseverance, and unwavering belief in BSNL's vision. Let us face 2025 with courage, creativity, and determination. Together, we will rise to every challenge and make BSNL the beacon of hope and 'true' connectivity for India.

I urge all CGMs to begin focusing on the path ahead and to consider selecting any, more, or all of the activities outlined in the attached document, taking the initiative to lead the way in their execution.

May this New Year bring peace, prosperity, and purpose to all of us. Wishing you and your families a very Happy New Year!

**A New Year, A New Beginning**



(A Robert J Ravi)



**BSNL 2024**

*Way Forward*

DECEMBER 2024



## VISION



- Become **leading telecom service provider** in India with global presence
- Create a **customer focused organization** with excellence in sales, marketing and customer care
- Leverage **technology to provide affordable and innovative products and services** across customer segments



## MISSION



- Become the most **trusted, preferred and admired** telecom brand
- Reliable telecom services; value for money
- Excellence in customer service
- Offer products & services needed for different service segments
- Developing a **marketing culture, responsive to customer needs**
- **Maximize returns** on existing assets





## BSNL thrives on 3 key pillars - these 3 pillars are strengths of BSNL

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**In this  
presentation**



**01**

**BSNL Progress Update**



**02**

**Important  
BSNL Initiatives**



## BSNL's progress over last few months captured in 7-7-7 ...

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**Major  
Achievements**



**Major  
Changes**










**New  
Offerings**

# 7 Major Achievements for BSNL up to November 2024

Metric 

Jun'24 

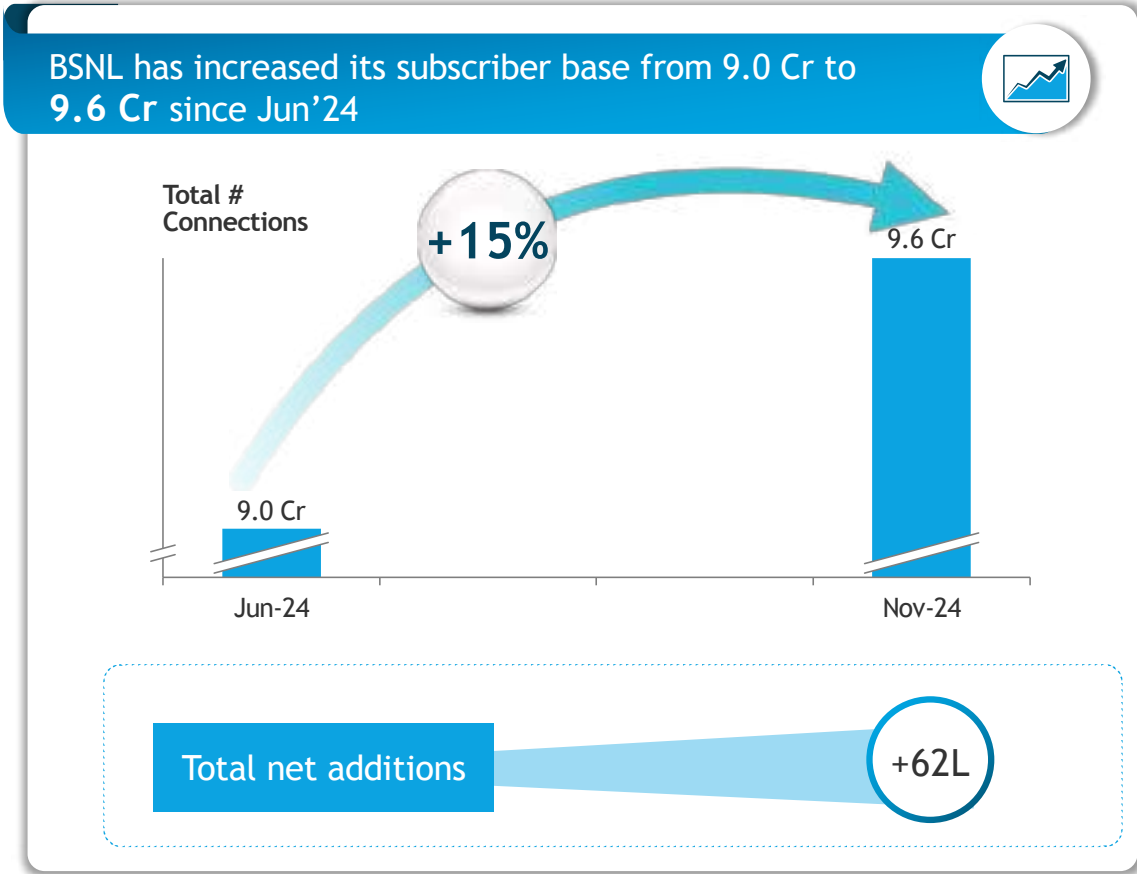
Nov'24 

 Total Mobile Subscriber Base	9.0 Cr	7%	9.6 Cr
 4G Subscriber Base	0.9 Cr	100%	1.8 Cr <i>(Oct)</i>
 % Active Subscribers (as per Peak VLR)	52 %	12%	58% <i>(Oct)</i>
 Daily Traffic (TB)	140 TB	>1000%	>2000 TB <i>(Dec)</i>
 # of FTTH connections	39.6L	2.3%	40.51L
 Revenue from land monetization	235 Cr	3.3x	773.5 Cr
 Profit after Tax	-1,544 Cr (Qtr ending)	20%	-1,245 Cr (Qtr ending)

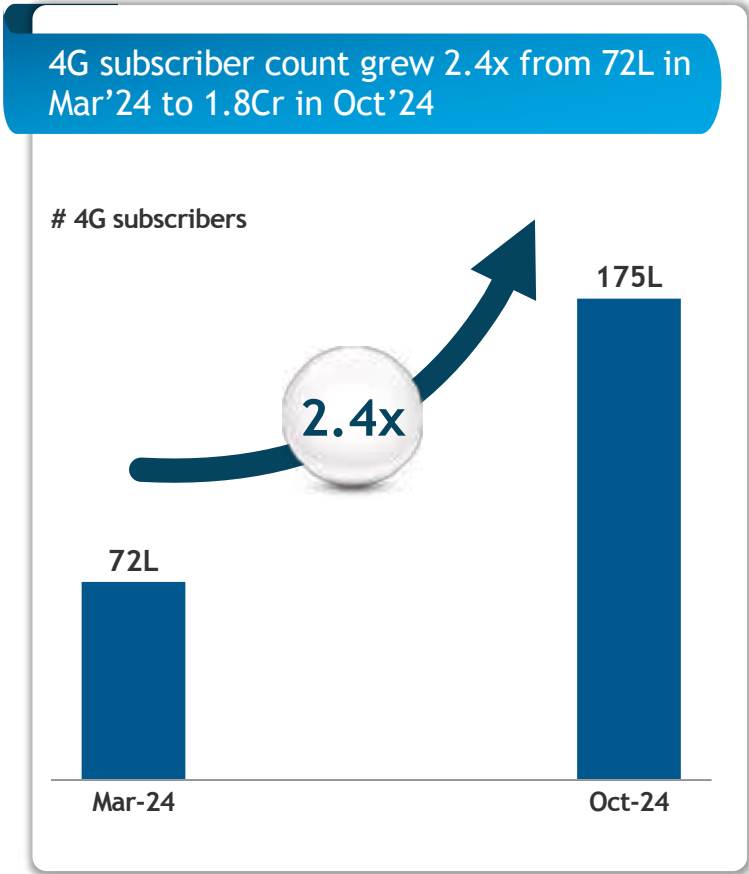




# BSNL subscriber base has increased to 9.6 Cr since Jun'24 and 1 Cr+ 4G subscribers since Mar'24



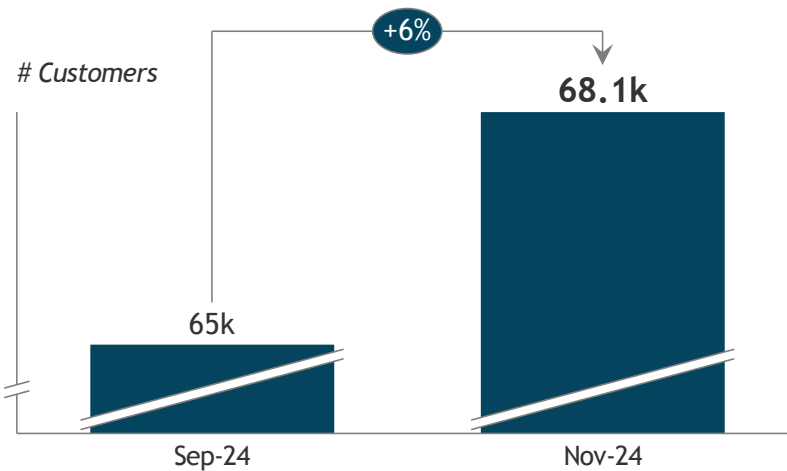
Source: BSNL CMTS Bulletin



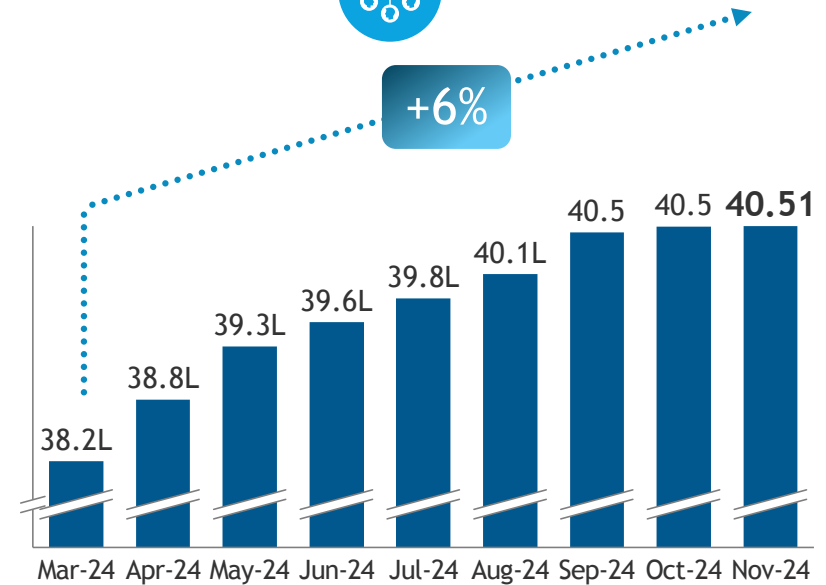


## 6% growth in EB customers achieved rapidly; FTTH subscriber on growth path → reaching 40.5L in November

**EB** | BSNL has improved acquisition leading to a 6% increase m-o-m in # customers



**CFA** | BSNL has arrested churn and improved acquisition of # FTTH connections since Apr'24, now growing steadily





# 7 Major Changes to strengthen Operational efficiency at BSNL

## Network Efficiency



**4G deployment Acceleration** - Installed towers reached 69K in Dec from 17K in Jun, Commissioned towers almost 58k in Dec from 10k in Jun



**New OFC laying** - Rehabilitated and New 5,000kms OFC , 15,000+ km till date



**Improved network latency** - Latency reduced to under 50 ms

## Operational Efficiency



**Fast-tracked execution; Overcoming tendering delays**

**Addressed Court Cases** - Closed 15 in last 4 months, including 10 pending since 2008



**Optimized electricity usage** - Energy-saving measures to reduce electricity and costs

## Financial Efficiency



**Re-and Pre-payment of Loans** | 1400Cr Cleared with banks;

| Added BSNL SBlePay to reduce transaction cost

## Customer Experience Enhancements



**Improved fault clearance for FTTH** - New SOPs ensure 95% FTTH faults cleared in 12 hours





**Revamp VAS offerings** - Revamp and improve BSNL VAS offerings







# 7 Major Changes to strengthen Operational efficiency at BSNL




## Messaging & connectivity solutions

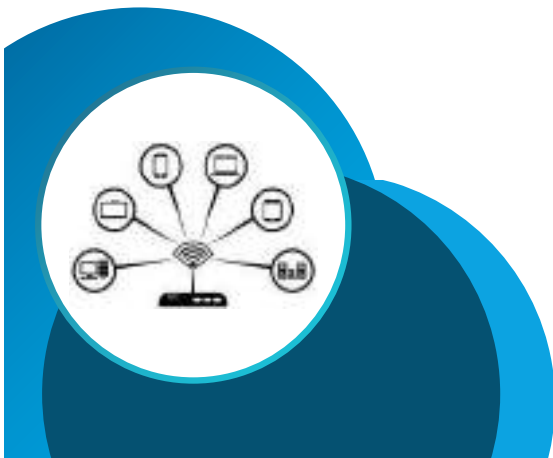
-  **A2P International SMS reporting system** - Over 100,000 international messages processed in Sep 2024
-  **Fixed wireless access tested and operational** - FWA tested & ready to deploy, enhancing service access

## SIM activation & management

-  **Reduced SIM activation time via Sanchar Aadhaar** - Activation time reduced from 12 to 4 hours
-  **Remote SIM management via OTAI** - FWA tested, ready for deployment, enhancing service access

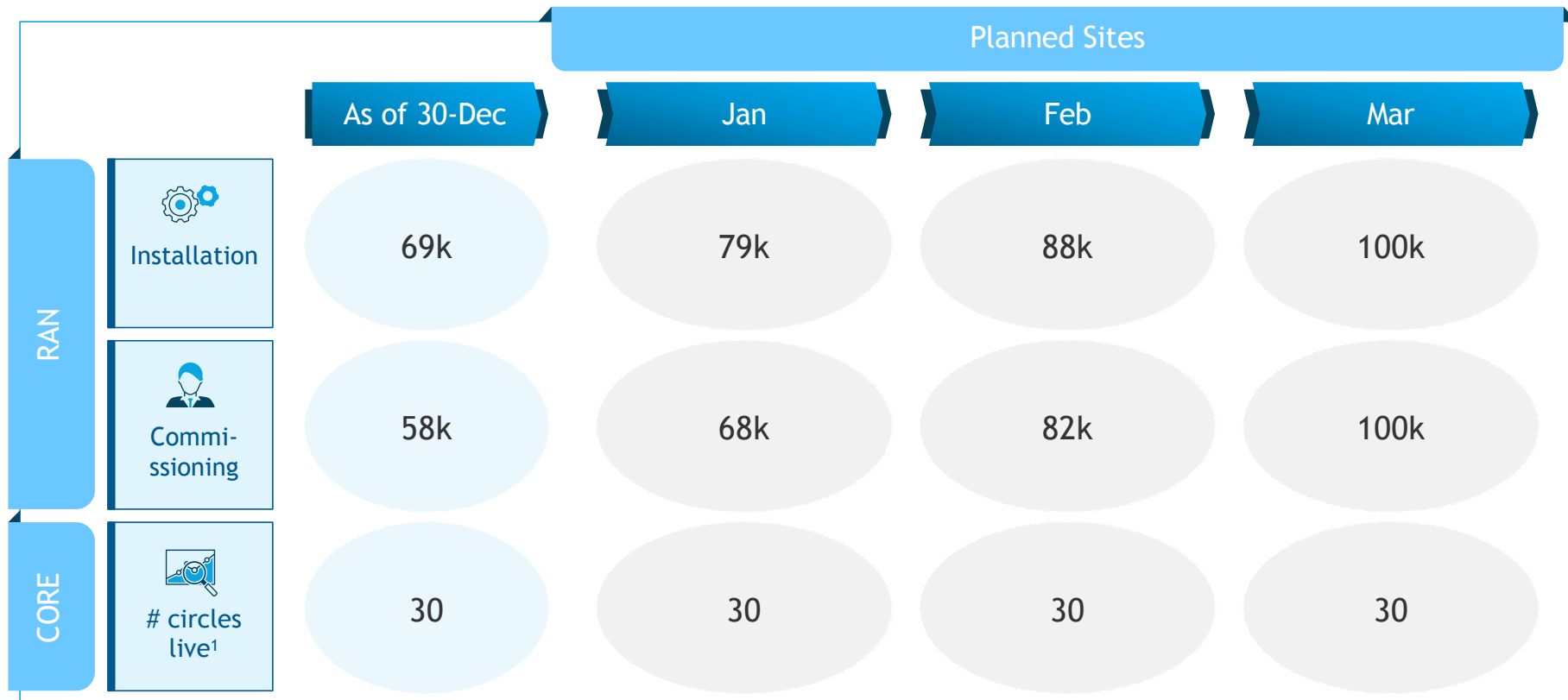
## HR Enablement

-  **People Analytics Tool** - Individual employees enablement system, aid employee efficiency
-  **Employee Recognition**- Blog to post exceptional work done in field units across the country.
-  **BSNL Scholarships** - Sponsoring 42 students presently, 27 higher education.





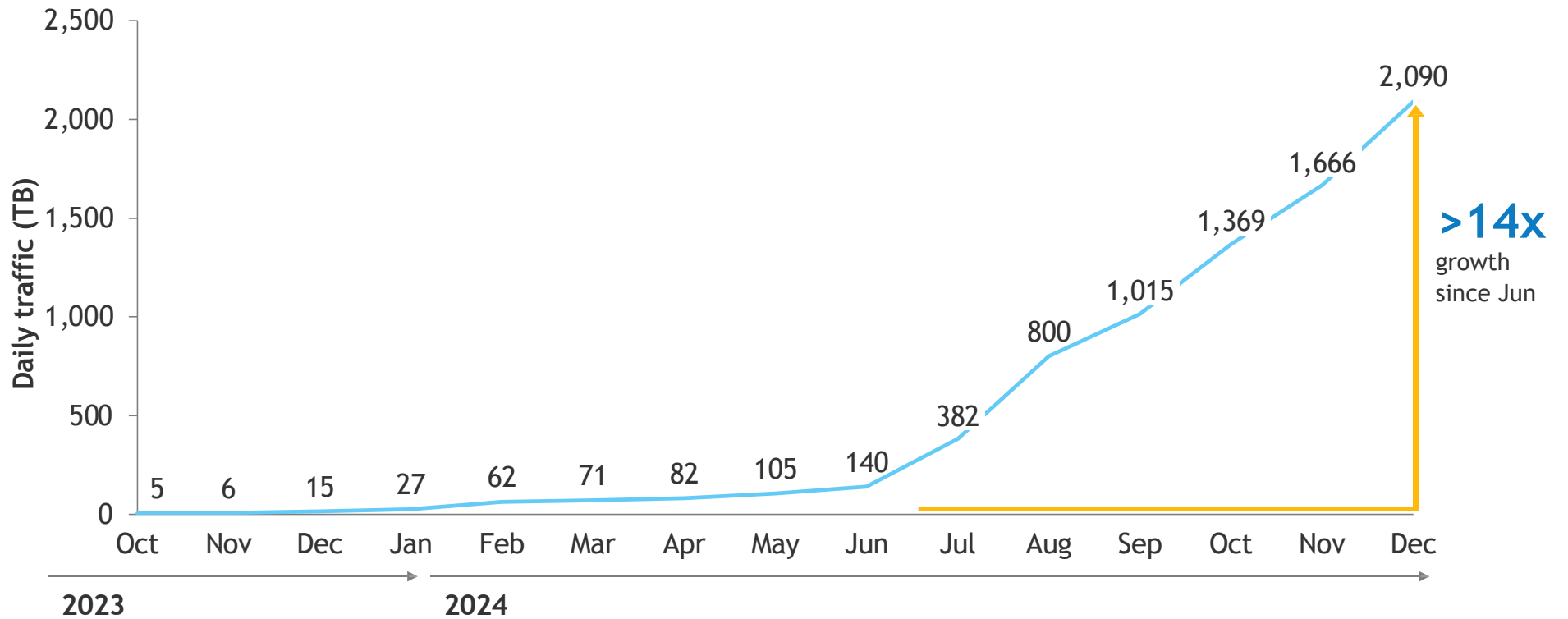
## 100K sites expected to be deployed by Mar'25



1. Denotes the total # circles where first cutover will be accomplished with the GA 1 release



## More than 14X growth in daily traffic on the network

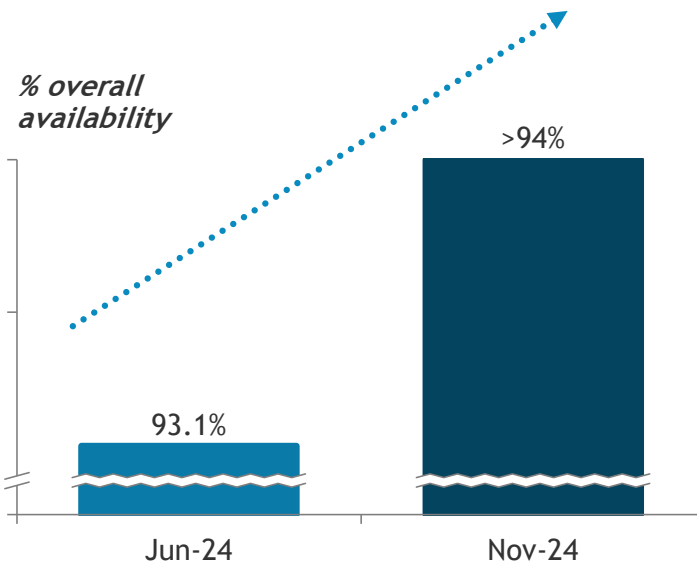


Note: Traffic as reported on the last day of the month

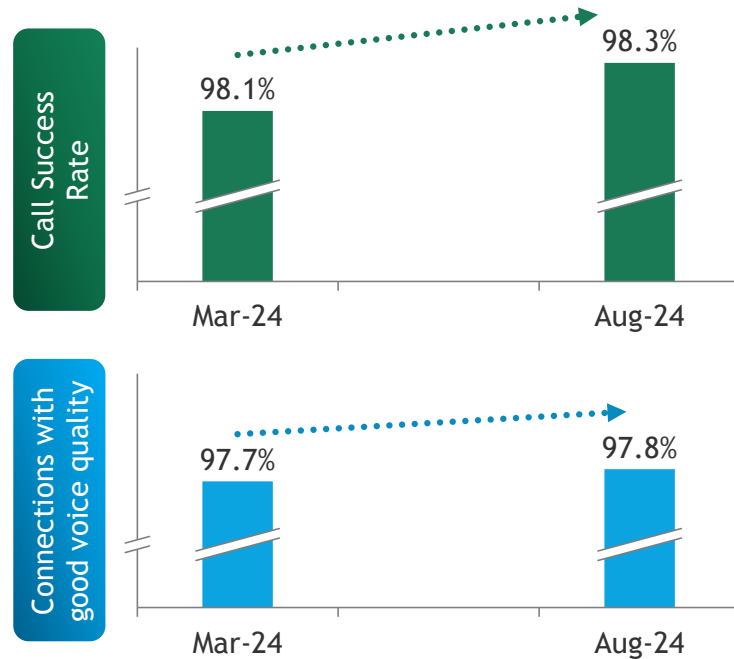


## In Network QoS, BTS availability has increased steadily with improvements in call setup success rate & call voice quality

### Overall availability of BTS improved

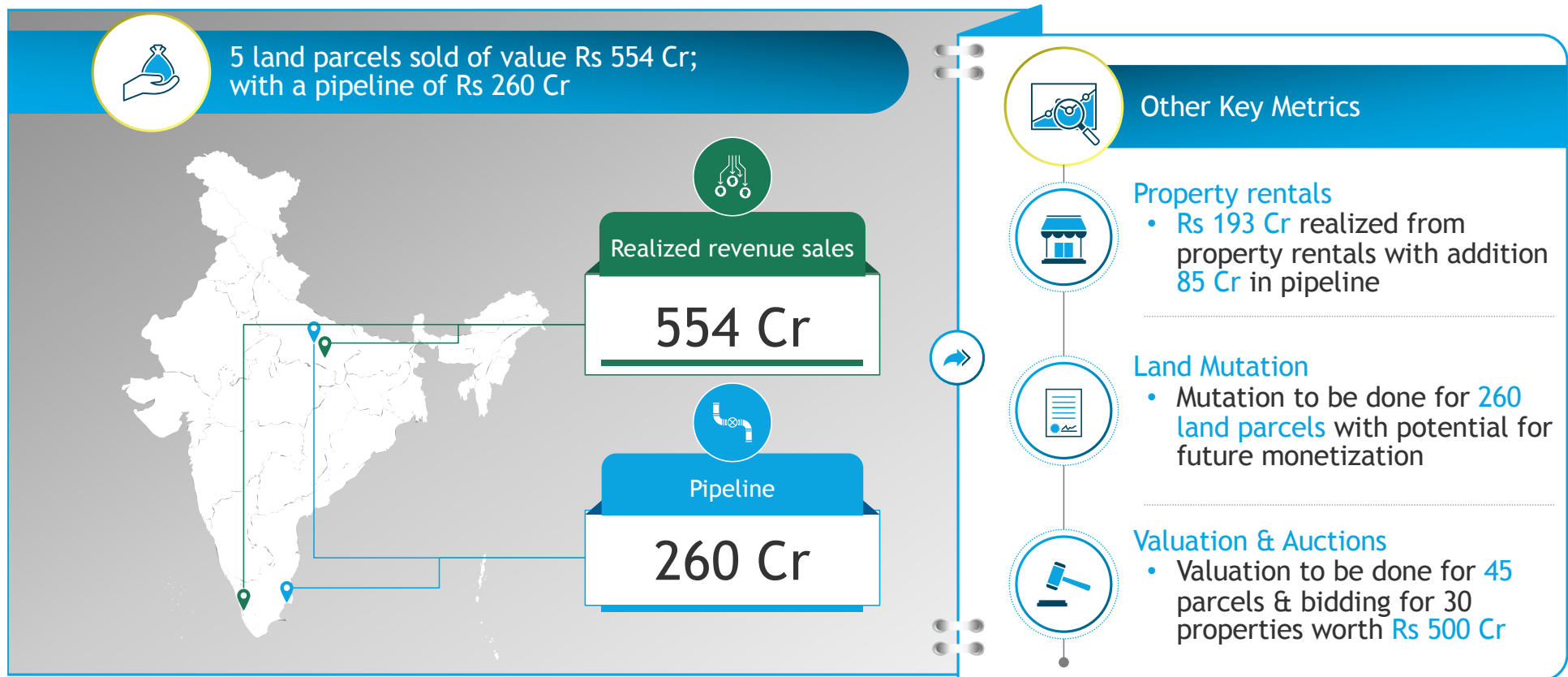


### Incremental improvement in QoS metrics for CM





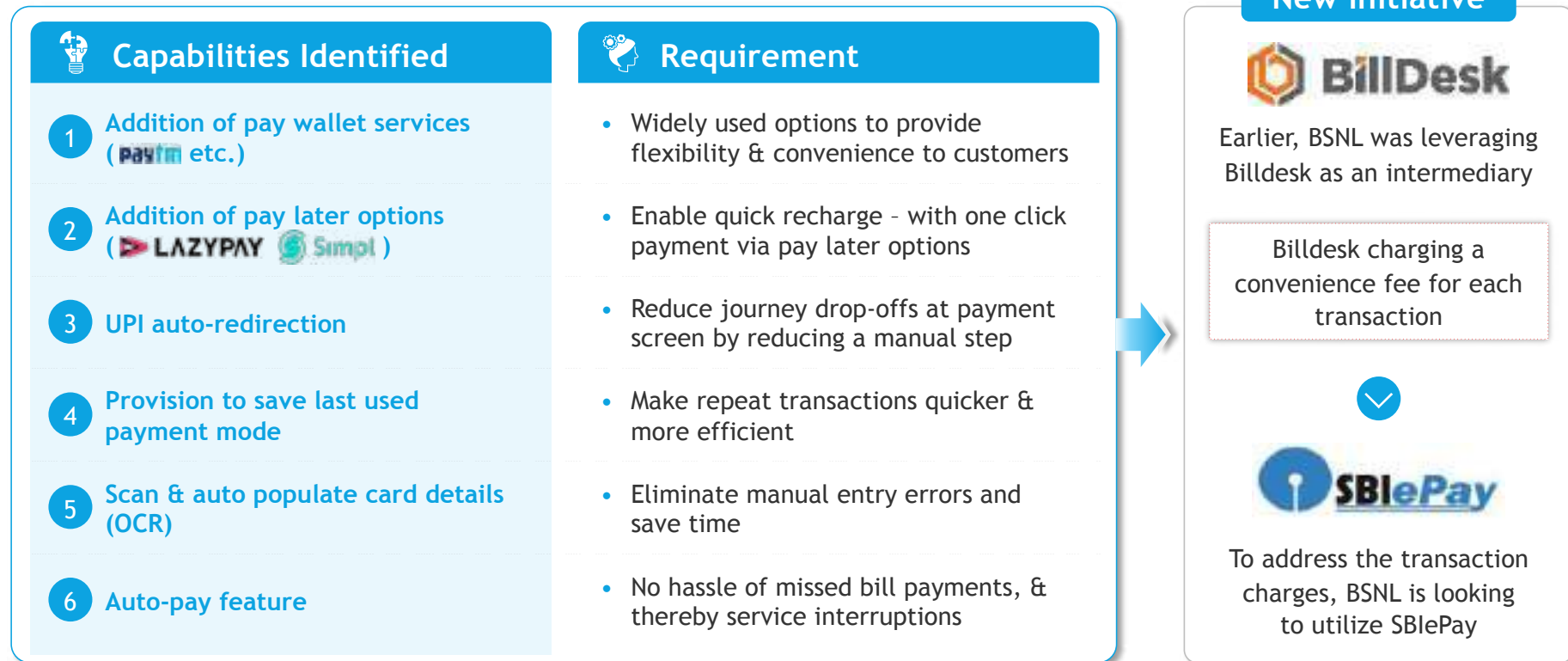
# Land monetization Rs 554 Cr revenue generated from sale of land parcels in FY 25 | Rs 260 Cr in pipeline







## Addition of BSNL SBlePay to bolster BSNL's payment capabilities




\* Non-exhaustive list of players identified



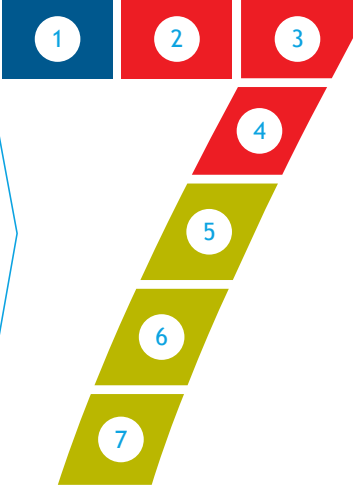
# 7 New Offerings launched in October and are gaining pace

**Revamped BSNL Logo**



**Built on key pillars**

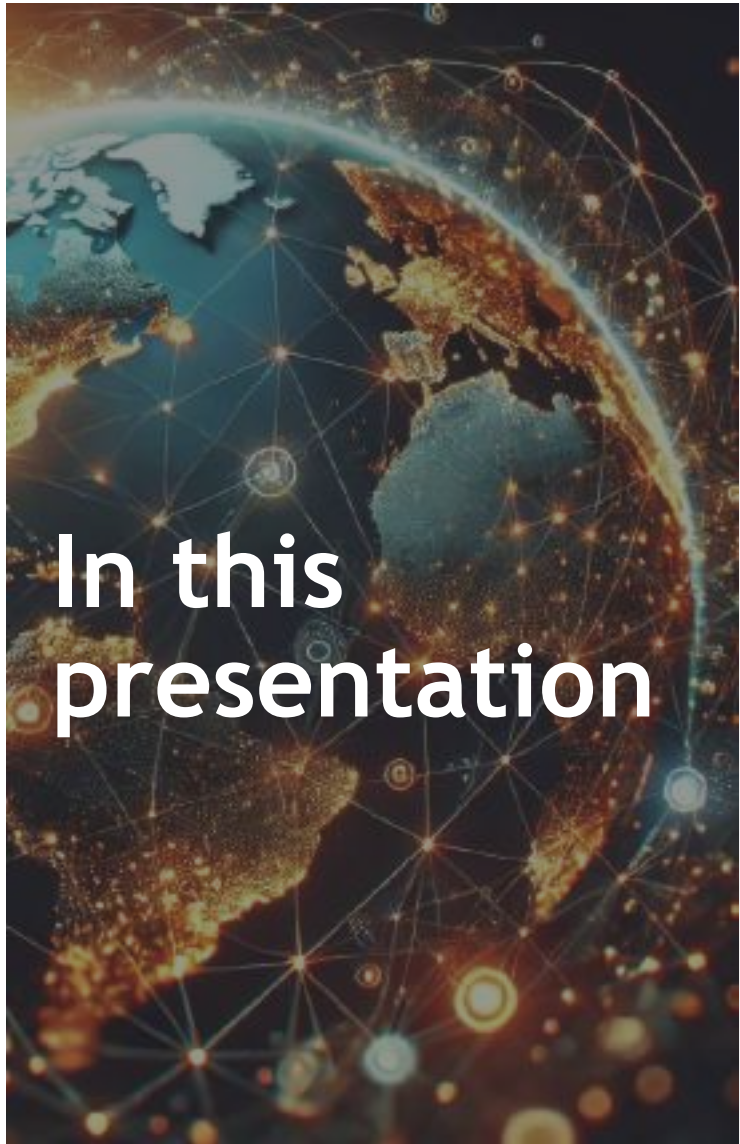
- Security
- Affordability
- Reliability



1	2	3
	4	
	5	
	6	
	7	

- Spam! Free Network**  
*EoI for national rollout in motion*
- BSNL WiFi Roaming**  
*1,225 APs configured*
- BSNL IFTV**  
*1400+ connections in Punjab, other states in progress*
- Any Time SIM (ATS) Kiosks**  
*First in India-Automated kiosks showcased at IMC*
- Direct-to-Device Service**  
*Conversations and projects with defense services in progress*
- Public Protection & Disaster Relief**  
*Proposal and Detailed Project report in motion*
- Private 5G in Mines [CNPV]**  
*First historic project secured for mining industry*

BSNL's revamped logo & 7 marquee initiatives unveiled by Hon'ble Minister of Communications on 22<sup>nd</sup> October 2024



01

BSNL Progress Update

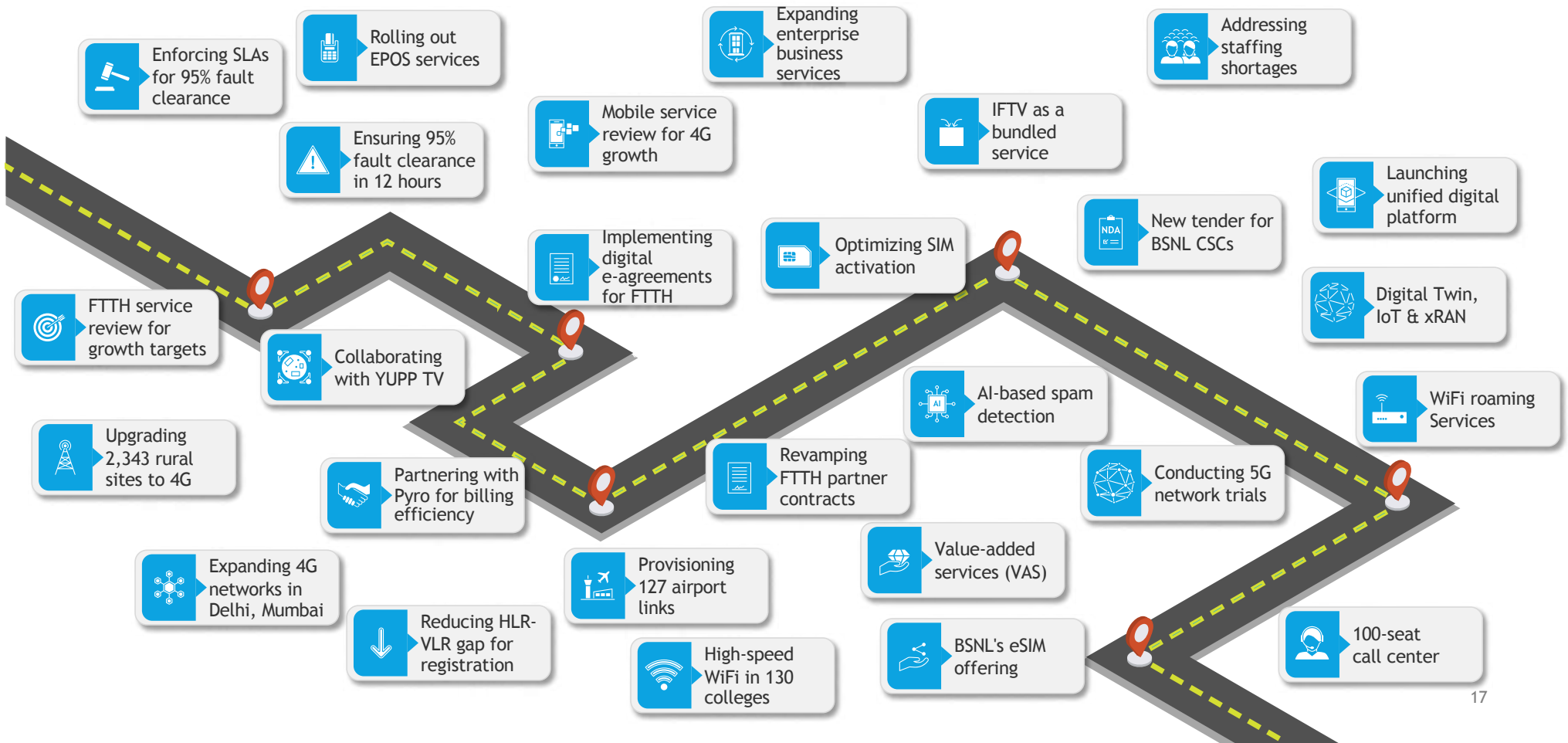


02

**Important  
BSNL Initiatives**

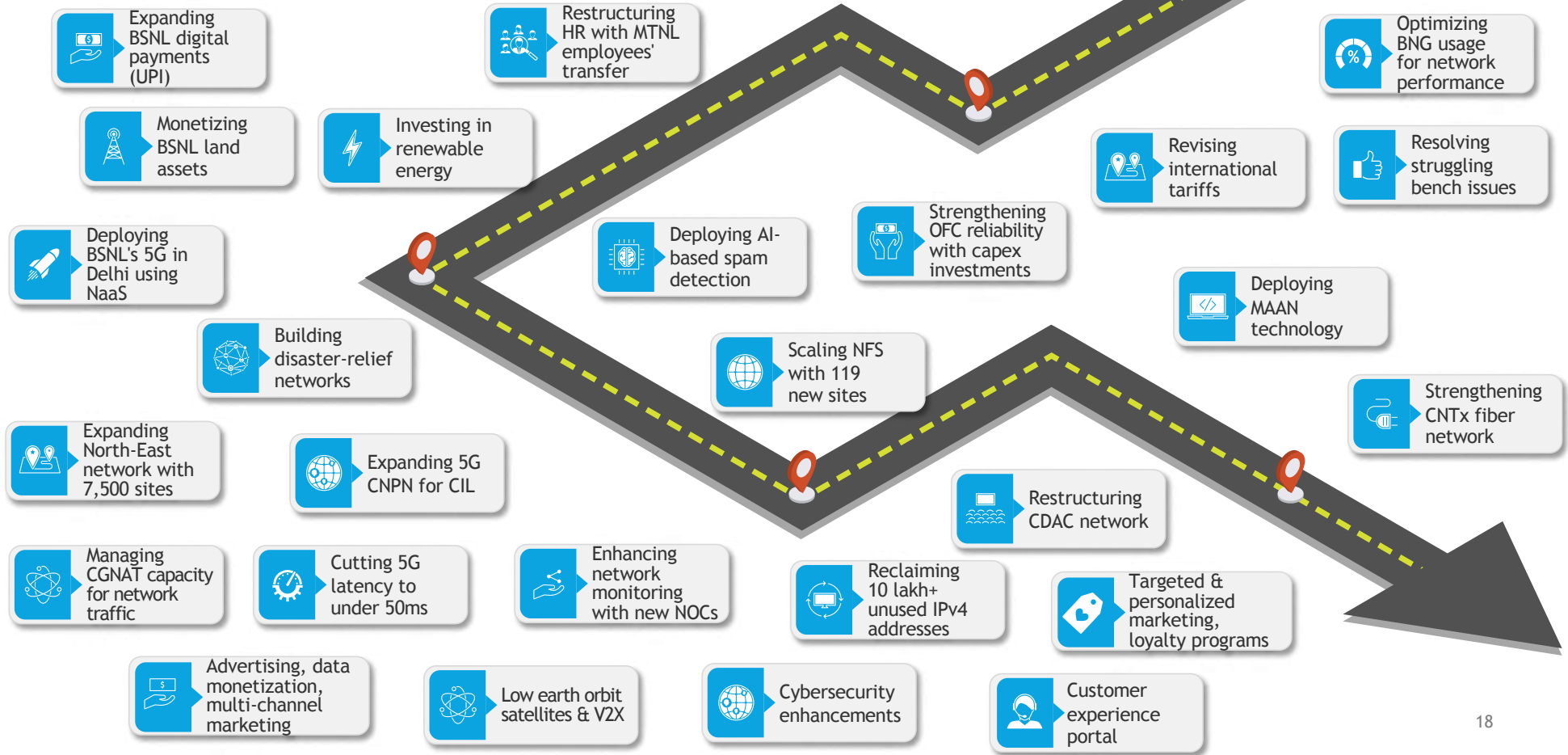


# BSNL continues to enhance customer acquisition, streamline operations, and expand network reach with immediate impact projects ...





# ... while building a future-ready network, driving growth, and investing in advanced technology for lasting impact





# BSNL's Employees critical to the success of BSNL's vision

Each employee must take ownership of 1 BTS, or 1 OLT, or 1 Enterprise Customer.

They will be responsible to maintain, nurture and grow it as their own to drive BSNL's growth and success.

# Current Activities

## 5G NaaS (Network as a service)

◆ First of a kind 5G NaaS tender released seeing high participation from vendors - enabling indigenous, scalable and secure 5G services for enterprises and retail users

## eSIM for remote sim activations

◆ Tender for smooth integration of eSIM technology and platforms for seamless remote activations

## IFTV (Fibre-based intranet TV)

◆ Launched IFTV as a unique fiber-based service combining reliable internet and premium TV content

## Omniserve Platform

◆ Comprehensive tender released for industry consultations, with leading technology players actively contributing to the platform's scope & design

## Metaverse for customer service

◆ Vendor discussions ongoing for a metaverse POC to deliver immersive and engaging customer support experiences

## Digital marketing

◆ Comprehensive tender drafted to onboard a digital marketing agency for boosting engagement and brand visibility

## Land monetization

◆ RFP released for expert consultant engagement for speedy execution of monetization plan and strategizing innovative solutions for BSNL

## Customer service center

◆ Modernizing centers with upgraded infrastructure and digital tools to enhance customer experience and support

## UNMS for Transport NE

◆ Tender in finalization stage for efficient transport network management via UNMS implementation

# First of its Kind 5G-as-a-Service tender launched for Delhi on 1/11

5G NaaS Conference held on 21<sup>st</sup> Nov  
witnessing participation from...



... participating industry players



Non-exhaustive



(.....10+ more)





## BSNL GenAI Chatbot

**Bilingual Support:** The chatbot will support Hindi, English and Hinglish enhancing accessibility for diverse users

**Source-bounded Responses:** The chatbot will provide responses based on BSNL data only, ensuring accurate info & no hallucinations

**MP Circle Integration:** The chatbot will be customized for MP circle queries and plans for Phase 1 (CFA and CM)

**Complaint registration:** Chatbot will enable customers to log complaints which are stored in backend database for action by BSNL




**Production deployment:** Chatbot backend to be deployed on GCP with auto scaling for secured and scalable solution

*To be deployed on BSNL website only; No connection to live BSNL systems*



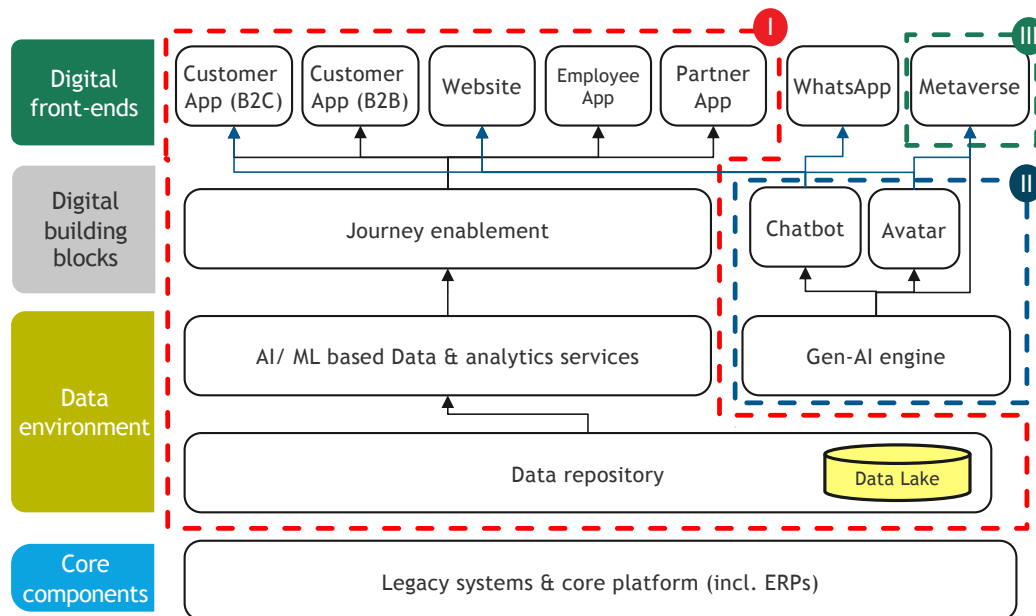


## Concept for BSNL dream experience center

 <p><b>Display &amp; Sales of Ancillary Partner Products</b></p>  <p>Booths for buying Partner Products, Repair Services &amp; Self Serve Kiosks</p>	 <p><b>Metaverse customer service booth</b></p>  <p>Including buying New Sim, Recharge &amp; more</p>	 <p><b>BSNL personalized goodies</b></p>  <p>Offerings for High ARPU Customers/ prizes for Gaming Competitions/Events</p>
 <p><b>Govt schemes</b></p>  <p>Onboarding &amp; Service Support for Citizen Services</p>	 <p><b>AR/VR gaming booth</b></p>  <p>Entertainment services using BSNL 5G</p>	 <p><b>Museum: Embrace BSNL History</b></p>  <p>For Customers to connect with Brand legacy &amp; History of India's telecom</p>



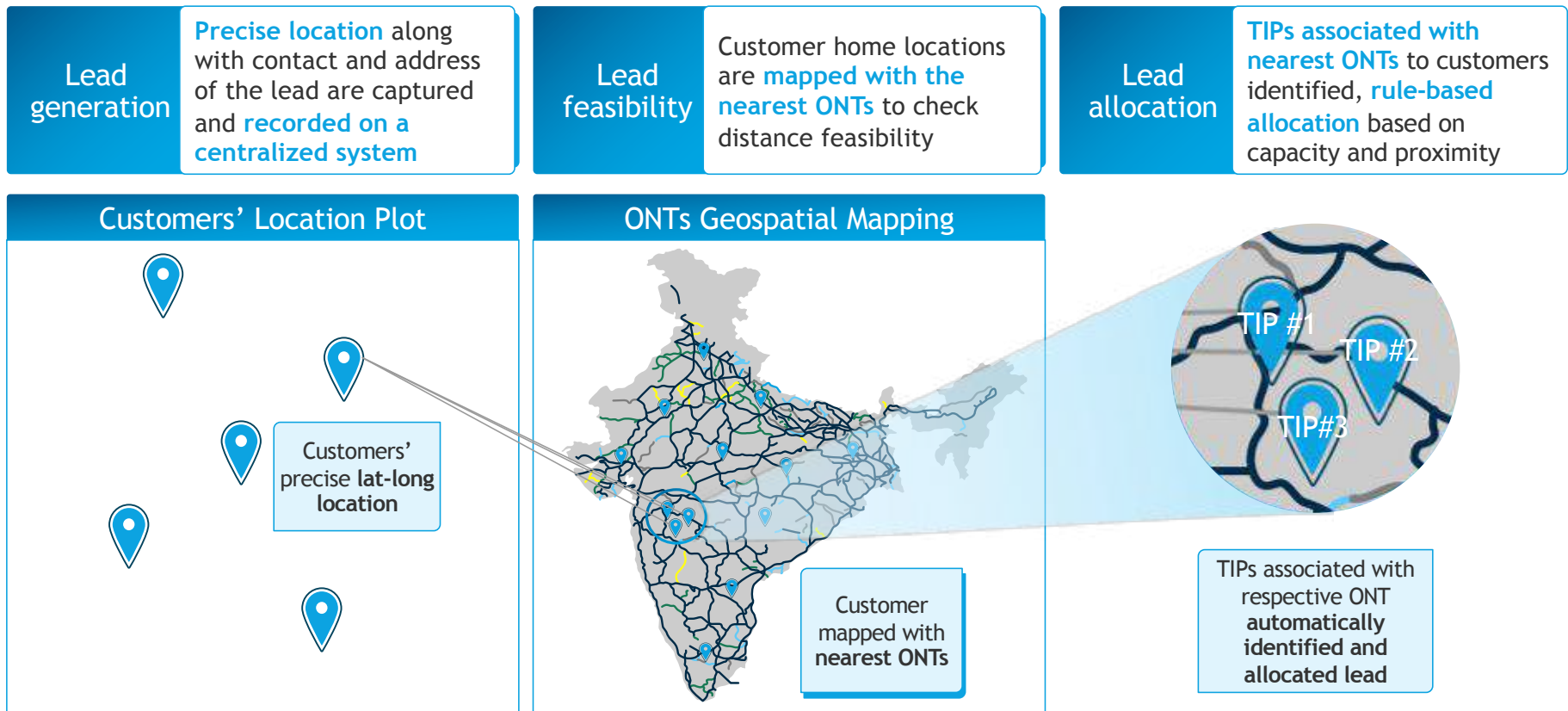
## Omniserve Platform Tender launched - onboarding tech partners to elevate BSNL's technology systems and customer-facing processes



- I Omni serve platform RFP (longer term)**  
Build of super apps, website, Data lake, and AI/ ML analytics use cases; Retro-fitting of solutions developed across other two RFPs
- II Gen AI chatbot & avatar RFP (Mid term)**  
Development of a Gen AI engine using existing databases, & development of chatbot and avatar, that can be deployed across platforms
- III Metaverse platform RFP (Mid-long term)**  
Build of customer service and engagement use cases, & deployment of VR gear across customer touchpoints



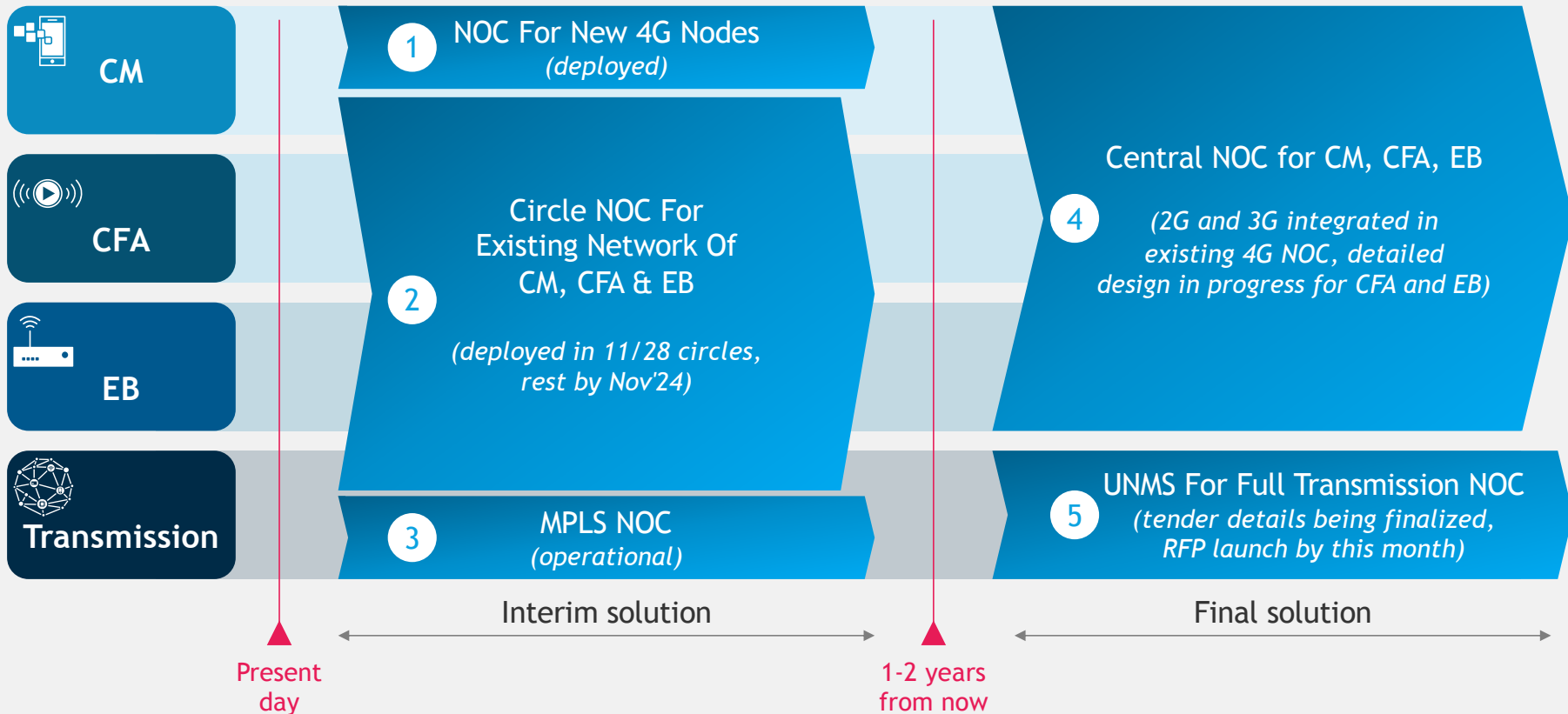
## Automated, Geo-analytics-based lead qualification: Desired end state process of streamlined lead allocation process



Note: Customer location points and OLTE network plot are illustrative

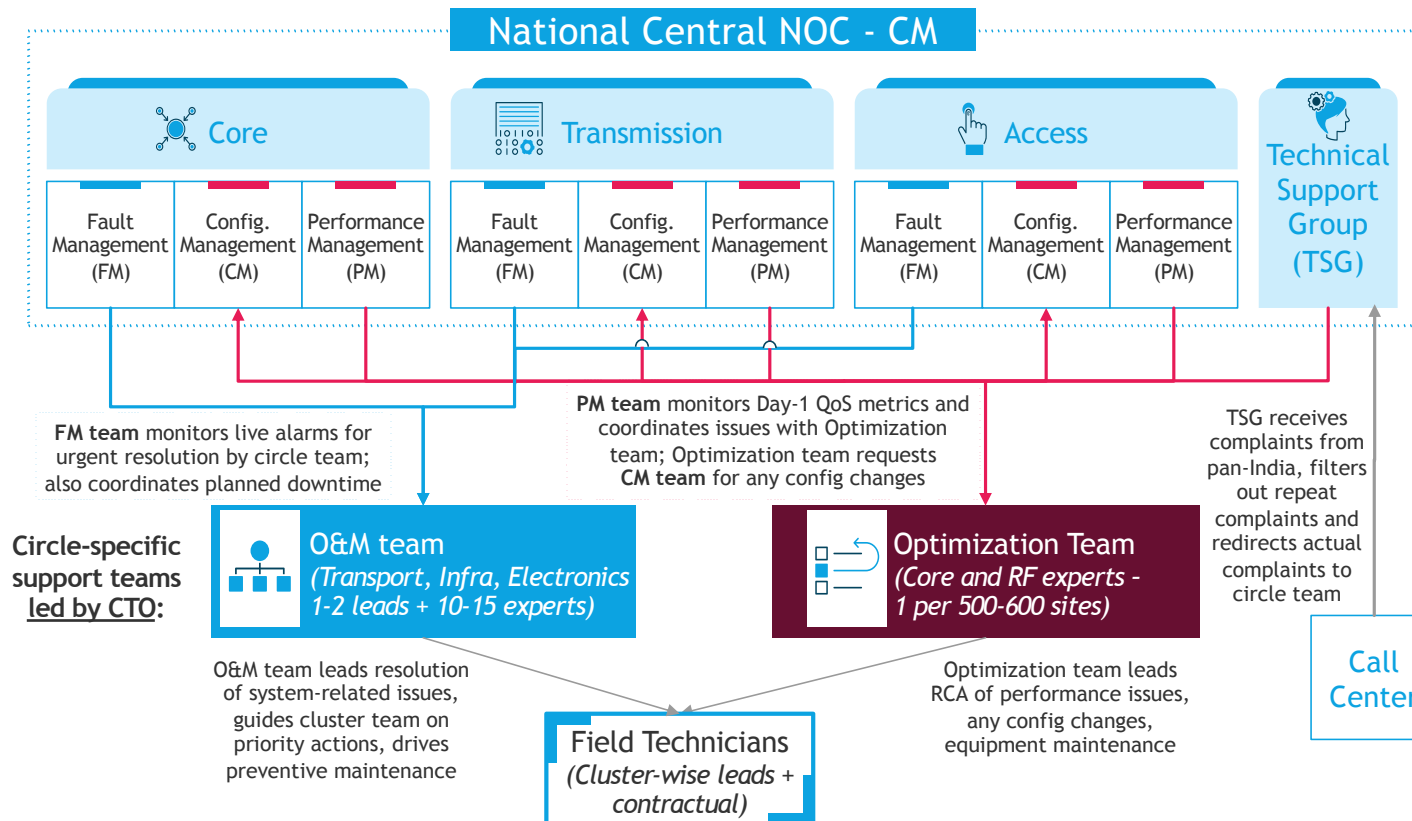


## Network monitoring infrastructure being setup at central level in long-term; interim solutions being deployed to bridge gap in short-term





# Network Surveillance team envisioned to eventually roll-up under a National Central NOC team, similar to how peers operate today



Central NOC comprises 3 separate teams for each of Core, Transmission, Access

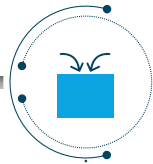
- 1 Fault management:**
  - Address alarms and acute faults
- 2 Configuration management:**
  - Manage network configuration changes, coordinates OEM L3 support
- 3 Performance management:**
  - Monitor performance metrics and address chronic issues

Central NOC has total strength of 500-600 across teams



# BSNL has short-term & long-term initiatives planned to revamp the existing VAS offering to best-in-class in the industry

BSNL has historically offered limited VAS services



Many VAS offerings have remain unchanged since 2005

## Current VAS offerings

PRBT	Music
Content/OTT	Gaming
Podcasts	Astrology
<small>Removed</small> MMS	Cell broadcast

However, BSNL has short & long-term initiatives to offer best-in-class & industry-first VAS offerings



## Short-term initiatives

- No spam network (live)
- IFTV offerings for FTTH customers (live)
- WiFi Roaming service (live)
- BSNL wallet with loyalty programs & deal offers
- Premium & exclusive content partnerships

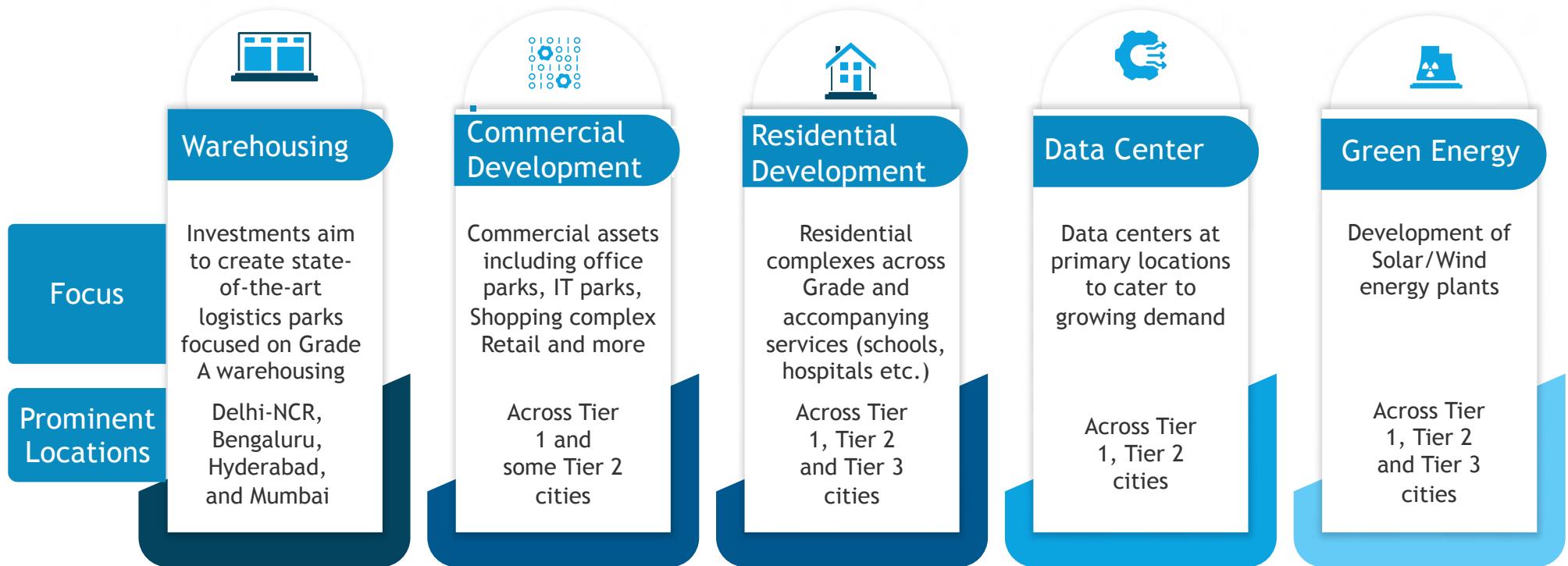


## Long-term initiatives

- Smart home security solutions
- Micro-credit service & insurance against frauds
- Partner with platforms for vocational & certification courses
- Partnerships with agritech firms for real-time updates on prices, weather & pest mgmt



## Land Monetization: Multiple growth-driving formats are being explored through strategic land development and utilization initiatives by BSNL



**New Vertical established for Land Monetization execution and tender to appoint Consultant floated  
Tender for RETs with 26% JV model using land floated**





# BSNL Transformation Journey to "Restore Pride and Transcend Boundaries"



## Technology Optimization

- 5G Infrastructure Modernisation and invest to pioneer 6G
- Digital Twin, IoT, and Edge Computing
- AI-Driven Customer Service Optimisation
- rxRAN for Scalability and Sustainability
- Low Earth Orbit Satellites for High-Speed Connectivity
- Vehicle to Everything (V2X) Technology Investment
- Cybersecurity Enhancements
- Network Function Virtualization (NFV)



## Service Optimization

- Agile Pricing Models
- Customer Experience Management
- Rural Connectivity Expansion
- Unified Customer Experience Portal
- Enterprise and Government Service Upgrades
- Personalised Service Offerings
- Omnichannel Support
- Enhanced Mobile App Features
- Bundled Services
- Proactive Service Notifications



## Process Optimization

- Process convergence and Automation
- Federated and efficient Operating model
- Supply Chain Optimisation
- Strategic alliances and partnerships
- Employee Training and Development
- Network Operations Centre backed by real-time analytics
- Customer Self-Service Platforms
- Data-Driven Decision Making



## Revenue Optimization

- Diversification of Revenue Streams
- Content Partnerships
- Targeted Marketing Campaigns
- Loyalty Programs
- Enhanced B2B Services
- Value-Added Services (VAS)
- Advertising and Data Monetisation
- Efficient Infrastructure Monetisation
- Service Monetisation
- Leverage Multi-Channel Agile Marketing Strategies



# Thank You

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