



राष्ट्र हित

विभाग हित

अधिकारी हित

All India Graduate Engineers & Telecom Officers Association

Central Headquarter, New Delhi

(A Recognised Association of BSNL Executives)

(Affiliated to BMS)



Regn. no. HR/019/2018/02138

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Dated 15.07.2024

To,
Sh Sandeep Govil,
Director (CM), BSNL Board,
Bharat Sanchar Bhawan, New Delhi.

Subject: Request to capitalize the market condition and continue the measures for regaining the momentum of Increase in BSNL SIM Sales happening due to measures of 4G deployment and private operators tariff hike, regarding.

Respected Sir

Your good self is aware that our beloved organization, BSNL, in fact is in close range of mobile network expansion In line with the government of India initiative "Atmanirbhar" by Hon. Prime Minister, GOI and has started commissioning new 4G services in many operational areas through the ongoing TCS 4G project viz. Ph IX.2. All the more the hitherto uncovered remote areas and rural habitats are proposed to be covered by USO funded Saturation towers, thereby providing state of art 4G service to the new customers. As we are expanding our mobile network with 4G Technology, it is high to live up to the expectations of GOI and customers/ by regaining all the lost customers during the last so many years and accommodate the unsatisfied customers from private operators to the fold of BSNL.

On July 4, the three big service providers hiked their monthly plan by 12 to 25 percent. The hike in plan of three popular service providers, Jio, Airtel and Vodaphone-Idea has generated sudden surge of interest in cell phone users towards the BSNL. More and more cell phone users are making visits to the BSNL offices inquiring about its monthly plan and the quality of the internet. While BSNL has mostly been out of choice for many mobile subscribers for many years because of non-availability of a full-fledged 4G services across India, the news of Pan India rollout of 4G and the recent mobile tariff hike by private Telecom operators has brought BSNL to the centre stage in the heart and mind of general public and Customers, as the sole company which can offer telecom service at affordable rates.

The opportunity is one in a lifetime chance, to gather yield from the huge capital investment being deployed as part of 4G network expansion. It is in this position that the opponent Service providers have gone for a tariff hike, which definitely is a boon

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for BSNL to increase subscriber base and capture the Market share which is willing to move towards BSNL service. The indications are very clear from field as reports of subscribers are now queuing our Customer Service Centers, for new SIM Connection and enquiring about BSNL Offerings. All the more, the hike in tariffs by the major Service providers, have made our FTTH services also lucrative considering the quality and service reliability of our BharatNet Services in comparison with their congested Mobile Services.

AIGETOA appeals to utilize this opportunity by clearing all bottlenecks in new subscriber provision, strengthen our Sales & Marketing sections with manpower along with adequate resources & tools and speed up our 4G network expansion to make the most out of the prospective subscriber churn out from our opponents and use this opportunity to increase our subscriber base to the maximum possible. We also appeal to refrain from any plan/tariff price hike as the recent price hikes by private operators has outraged their subscribers, leading customer sentiments to flow backwards towards the state-run Bharat Sanchar Nigam Limited or BSNL. Due to the same "Port to BSNL" movement is happening across the country and hence BSNL have to restrain from any tariff hike which will adversely affect the present "Port to BSNL" movement by general public The simultaneous rise in tariffs has brought up the need for a state-run telephone company that can provide an services at affordable rates to subscribers, which we have to maintain by our affordable pricing and immediate full-fledged roll out of 4G and 5G. Accordingly, we submit to view the present development as a market opportunity and make the best out of it.

Further, at this juncture, we reiterate once again that each and every employee remains committed to the growth and development of our beloved organization and are ready to extend all support and cooperation in achieving the dream of regaining the market share once again and provide the best services to the nation at affordable rates.

With Regards,

Sd/-

**[Ravi Shil Verma]
General Secretary**

Copy to:

- 1. Shri Ravi A Robert Jerard, The Chairman & Managing Director, BSNL, Corporate Office** for kind information please.