



No. VAS-15/General- 2012

Dated 25.04.2013

Sub: Minutes of the meeting with VAS Partners on 18.4.2013 at New Delhi Regarding measures to increase revenue from VAS.

A meeting with VAS Providers measures to increase revenue from VAS was held on 18.04.2013 at Bharat Sanchar Bhawan, New Delhi and was chaired by the Director (CM), BSNL Board. List of the participant is enclosed at annexure-1. Objective of the brainstorming session was to find measures for the growth of VAS revenue but to keep check on forced activation complaints. Dir (CM) said that in view of the stringent TCCPP regulation & competition, a balanced approach with regard to promotional efforts has to be followed. Procedure for promotion and hassle free delivery & charging of VAS are to be evolved and innovative features are to be incorporated as per industry pattern based on feedback from VAS partners on continuous basis. Followings were discussed :-


S.No.	Issues	Action
1	<p>BSNL Tunes VASPs M/s IMI (North and West Zone) and M/s Onmobile (South and East Zone) intimated that there was continuous decrease in revenue of BSNL while the same is in increasing with other telecom Operators. The main cause of decrease in revenue are:</p> <p>a) SMS/ Fax confirmation by customer: BSNL has implemented TRAI direction 9 (i) dated 4.7.2011 wherein confirmation on SMS/ email/ writing is required for activation of any VAS. Customers are not aware about sending SMS confirmation. This has been experienced while doing call barge in at many call centers of BSNL.</p> <p>b) BSNL is not doing any promotional and Marketing activities in respect of BSNL Tunes, a BSNL branded service. While most of private operators are doing number of promotional activities in aggressively manner even by ATL channel.</p> <p>c) There is no coordination and ownership of VAS at BSNL Telecom Circle level.</p> <p>d) Delay in allocation of OBD resources. Example: Pending in UP (E) since September 2011.</p> <p>e) Delay in approval for launch of</p>	<p>a) A guidelines in this regard has been issued on 26.12.2012. The field units have to act accordingly.</p> <p>b) Circles can initiate selling VAS through call centres by having OBD.</p> <p>c) The suggestions will be given by VASPs to BSNL to finalise suitable guidelines in 7 days.</p> <p>d) The best practices of other telecom operators may be collected and implemented</p> <p>e) Circles can share the same.</p>

	<p>new/ innovative features, the Name Tune service is not taking off in BSNL.</p> <p>f) In name tunes, the subscribers' details are not being shared by Circles. The CAF details may be given the VAS partners for promotion of Name tune services as this services is very popular in VAS industry.</p>	<p>f) Subscriber name data based on CAF data may be given by Circles to BSNL Tune VASPs for advance recording of Name tune & activation on receipt of request.</p>
2	<p>The capacity upto 30 TPS Promotional Bandwidth is being provided for SMS promotion but the net through put is only 6 TPS.</p>	<p>It was intimated that there is throttling error at TCCCP filter installed at Agra & Hyderabad in BSNL. GM(NWO-CM) will conduct a meeting with the TCCCP filter vendor, i.e.M/s Webaroo, in next week and carryout a detail analysis to resolve this problem. Also if capacity of the TCCCP filter needs to be increased accordingly action be taken at the earliest.</p>
3	<p>VAS promotion at BSNL websites can be worked out.</p>	<p>To begin with, the methodology may be finalised in the meeting to be held at Bhopal on 26.4.2013 with MP Telecom Circle and ITPC Circle. M/s IMI attend this meeting. VASPs may supply necessary creative for uploading on the BSNL websites.</p>
4.	<p>Call centers (CC) are work as VAS retention tool in place of VAS deletion tool. Proper training and coordination of VASPs are required at Call centres and a clear identification between query, request and complaint be done at Call centres.</p>	<p>VASPs will interact with CC trainers more frequently. VAS-Tech cell carry out necessary analysis and come out with a suitable guidelines to field units.</p>
5	<p>The BSNL Tune service is to be promoted for Enterprise/ Corporate customers.</p>	<p>EB Cell of Corporate office will issue instructions to filed units for making Corporate Tune as bundled service to Enterprise customers.</p>
6	<p>Presently, the OBD facility is limited within a zone. Same can be made available to National level to get more mileage.</p>	<p>BSNL will take suitable action as per industry practice.</p>
7	<p>Most of VASPs of BSNL are content aggregator and not content provider/ owner. In view of continuous increase in the cost of content and operations, a mechanism to developed for 6 monthly review of revenue share to VASP and may be made part of agreement.</p>	<p>The suggestion will be deliberated in line with industry practice & reviewed by the VAS Committee and subsequently by the Management committee of BSNL. In this regard, copy of relevant documents, agreements and other supporting papers will be shared by the VASPs with BSNL.</p>
8	<p>BSNL is not able to verify USSD log and any acquisition made through USSD, is treated as forced activation in case of complaint.</p>	<p>VASPs will suggest the practical way out of this issue.</p>

9	Non branding services should be given chance for up-selling non conventional modes of VAS selling through VAS retail, call centres.	Guidelines for VAS retailing are already issued. Integration & testing be completed and it should be made live soon.
10	It was suggested by M/s ACL that tariff for MO SMS should be Rs.3/- instead of Rs.2/- as is industry practice.	VAS Committee may review it based on industry pattern.
11	<p>One97 indicated that in order to increase the uptake of VAS through Retail, a solution wherein the retailers or BSNL frontliners can sell paper vouchers or VAS cool card to customers at certain price points. Each paper voucher will be mapped with a service/pack and a PIN number. Customer needs to scratch the voucher to get the associated PIN and need to enter the same on an IVR to get the service activated. Each voucher has multiple benefit options attached to it and customer can select either of the benefit.</p> <p>Further, an innovative IVR service like Activation, Deactivation & Refund IVR, launched in 2 operators network, wherein the customer has the option to select VAS services from gamut of packs in the activation section. Thereby, the customer has the option to check VAS packs activated on his number and can deactivate the same to claim online refunds as well. This has substantially brought down the call center costs for the operator.</p>	The same can be discussed in detail.
11	<p>To increase the VAS revenue of BSNL following are suggested by various VASPs:-</p> <ul style="list-style-type: none"> • Use Retailer Channel. • Improve customer service centers. • Outbound call centers. • Radio promotions. • TV Ads. • Customer loyalty programs. • Discounts & offers. • Intelligent OBD promotions. • Website Flashes. • Cell Broadcast Promotion. 	Instructions have been issued many a times for promotion for BSNL branded VAS through various channels as suggested. However, for non-BSNL branded VAS, it is suggested that VASPs may go for it based on commercials applicable for different channels.
12	Revenue growth of Mobile TV, Promotional methods used by Private Operators and their comparison.	M/s Apalya will provide suitable details of increase in revenue through Mobile TV.
13	IVRS related VASPs stated that revenue share paid by other Operators is much	VASPs will provide copy of relevant agreement with other Operators to

	higher than that by BSNL. Vodafone pays to the tune of 70% even. On contrary, BSNL had reduced it from 38% to mere 30%. Volume based differential revenue share may be worth considering.	establish their submission. Accordingly, the VAS Committee may examine it.
14	MSISDN is not passed on BSNL's net APN to enable Mobile TV even through BSNL net.	It was clarified that MSISDN will be available on net APN after completion of on-going phase-VII expansion work.
15	Revenue share of Landline PRBT is not being paid by Circles except by Kerala.	Existing procedure will be reviewed & suitable guidelines will be issued.
16	BSNL Field units are intimating that there is increase in number of complaints in respect of force activation. This is a cause of churning out BSNL customers and defamation.	All Field units and Nodal centres have to take a stringent action against VASPs those are doing force activations.

All concerned are requested to take suitable action as per the above.


(V.K.Sharma) 25/4/13
DM (VAS-III)

To-

1. All Participants & members of the VAS Committee.
2. Sr.GM (NWP-GSM-I)/ PGM (RegIn)/ Sr. GM (S&M-CM)/ Sr. GM (EB-I)/(EB-II)/ GM (Fin-CM)/ GM (NWP-GSM-II)/ GM (Corp. Mktg), BSNL CO, New Delhi.

Annexure-I**List of participants attended meeting regarding measures to increase revenue from VAS on 18.04.2013****From BSNL side**

S.I. No.	Name	Designation
1	Shri R.K. Agrawal	Director (CM)
2	Shri Anupam Srivastava	OSD (CM)
3	Shri S.C. Sharma	GM (VAS)
4	Shri H. R. Shukla	GM (NWP) CM
5	Ms. Tripti Saxena	GM (NWO) CM
6	Shri D.K. Agrawal	Addl. GM (VAS)
7	Shri Sanjay Kumar	DGM (VAS)
8	Shri D.K. Dixit	AGM (VAS)
9	Shri V.K. Sharma	DM (VAS)

From VASP side

S.I. No.	Name of the Company	Name of the Representative
1	M/s Spice Digital Ltd.	Shri Anrish Lakhampal
2	M/s OnMobile Global Ltd.	Shri Sidharth Sharma
3	M/s IMI Mobile Pvt. Ltd	Shri Ashish Mishra
4	M/s Symbiotic Infotech Pvt. Ltd.	Shri Varun Yadav
5	M/s Handigo Technolgoies Pvt.	Shri Neeraj Agarwal
6	M/s Triotech Solutions Pvt. Ltd	Shri Pradeep Kumar Vashisth
7	M/s Times Mobile Ltd	Shri Prshant Bhalla
8	M/s Apalya Technologies Pvt. Ltd.	Shri Deepak Maini
9	M/s ACL Mobile Ltd.	Shri Gaurav Dwivedi
10	M/s One97 Communications Ltd.	Shri Rohit Malhotra