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

F. No. . 200-5/2005-VAS(Vol. III)

Dated: 28/1/2013

To

1. Chief General Manager  
All Telecom. Circles/Districts.
2. Sr. General Manager (CMTS)  
Nodal Center, Chandigarh, Pune. Trichy & Kolkata

**Sub: Revenue from BSNL branded VAS- BSNL Tunes & BSNL Live**

There has been a continuous decline in revenue from BSNL Tunes since April 2012 when it was Rs. 16.5 crores till December 2012 recording revenue of Rs. 14.5 crores only. Detailed discussions were held with VAS providers to know reasons for such decline. Of course, there is increase in revenue from BSNL Live but there is a lot of scope for further increase.

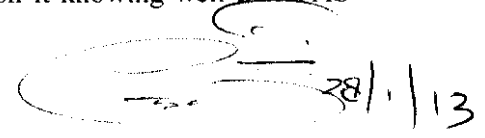
2. Being BSNL branded VAS, following actions are required to be taken immediately:-
  - i) A campaign in the form of press release to promote BSNL branded services (BSNL Tunes and BSNLive) may be launched in all district headquarters.
  - ii) Cell Broadcast System (CBS) of BSNL is very good medium of promotion and needs to be used extensively for promotion of BSNL branded VAS. The officer in-charge of VAS at Circle level may be asked to coordinate with Sales and Marketing/ NWO teams in Circles for use of this medium in the entire circle and also to be asked to prepare a report about impact of this medium about increase of revenue from BSNL Tunes and BSNLive.
  - iii) Post paid bills have adequate space for promotion of BSNL products/services. Let us utilize this space during next two months for promotion of BSNL branded VAS.
  - iv) Jingles for promotion of BSNL Tunes and BSNLive are being enclosed herewith. These may be played in shuffle mode as BSNL Tunes from all service connections.
  - v) Jingles may also be got incorporated to be played in shuffle mode by IVRS of the call centre during call waiting period.
  - vi) The text about BSNL branded VAS being announced through call centers IVRS requires immediate review as most of it is either outdated or is not crisp and clear to make effective communication to the calling customer in the least possible time.
  - vii) Half-an-hour slot in every Heads of SSA meeting, seeking progress from them about promotion of BSNL branded VAS in specific and feedback about other VAS in general, may be allocated.
  - viii) Target be assigned to Sales & Marketing team /Enterprise Business teams to contact corporate and other SMEs for selling of corporate tunes to them.

- ix) Name Tunes i.e. the caller hears the name of the called party as a ring back tone, are becoming popular in the industry as of now. We may ensure sharing of mobile numbers and the name of subscribers to BSNL Tunes VASPs for recording of the name tunes in advance so as to curtail delay to provide the same whenever customer submits requests for name tunes.
- x) BSNL Tunes can really increase ARPU from landline as well as from CDMA networks provided field units start making efforts to promote these among subscribers by way of OBD (Out Bound Dialing) either through VAS partners or through BSNL WS call centers. Adequate number of EIs for promotion of BSNL branded VAS have to be provided and utilization monitored.
- xi) The quality as well as quantity of BSNL Tunes being provided by VAS partners has to be monitored on daily basis. Any shortcoming needs to be highlighted and taken up with the concerned VASPs promptly for rectification.

3. It is important to ensure adequate number of officials for the management of VAS in circles, each having exclusive responsibility & total ownership for the growth of that segment of VAS namely:

- Voice based VAS including BSNL Tunes
- Text based VAS
- Video based VAS like BSNLive and BSNL TV; and
- Financial VAS dealing with Trust Card and other m-governance projects.

4. It is requested that Circle Heads and SSA Heads may devote some time every week to review revenue from VAS as all Telecom operators are focusing on it knowing well that VAS will become main stream of revenue in coming years.



**(S. C. Sharma)**  
**General Manager (VAS)**