

NWO-CM Cell
BSNL Corporate Office
1st Floor, Bharat Sanchar Bhawan,
H.C. Mathur Lane, Janpath,
New Delhi-110 001.



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

BSNL 3G))) BSNL LIVE
Faster than your thoughts 2010

F. No.: MOB-53/Int Roam-Testing/2010/

Dated: 03rd October, 2018

To,
The Chief General Manager
All Telecom Circles/ TD
BSNL

Sub: Popularization of Outbound Pre-paid International Roaming facility of BSNL

BSNL has launched Outbound CAMEL (Pre-Paid) roaming in the month of October 2017 for the customers of BSNL roaming in the network of M/s Etisalat, UAE. Later on Pre-Paid International Roaming for outbound customers of BSNL has also been launched with 10 more operators for PAN India customers namely M/s Omantel (Oman), M/s T-Mobile (USA), M/s Mobitel(Sri Lanka), M/s Ooredoo (Myanmar), M/s Zain (Saudi Arabia), M/s Etisalat/Mobility (Saudi Arabia), M/s Vodafone (Ukraine), M/s NTT Docomo (Japan), M/s Ncell (Nepal), M/s Ooredoo (Qatar), M/s HKT (Hong Kong). Further, more operators are in pipeline to launch in all zones after launch by East Zone Circles.

2. This office has analyzed the trend of Circlewise Outroamers of BSNL. It has been observed that customers of *Kerala, Chennai, Karnataka, Tamilnadu, AP, Gujarat, Maharashtra, HP, Punjab Circles are using prepaid outbound international roaming as on 02.10.18. There are good number of Pre-paid outroamers from South Zone Circles specially Kerala, but position of all other zones is very poor and very few customers have been observed from these circles & particularly even not a single customer in East Zone has used this service.* It can be seen that all the launched destinations are popular destinations for one or the other reason.

3. Reference is invited towards discussions in various forums in which thrust was imparted on new revenue streams to raise the revenue of BSNL. Outbound Prepaid International Roaming can be a source of new revenue to BSNL and will helpful to reduce churning. A more focused approach to define all the network elements, publicity to customers may result in desired result.

4. Reference is also invited towards do letter of even no dated 25.07.2018 from CMD, BSNL to popularize the Outbound Prepaid International Roaming your circle.

5. In view of above it is requested to make your best efforts for popularizing the aforesaid service by educating your S&M team, CSCs, WSCC and the result thereof/ learnings/ suggestions may be informed to this office in next fortnight.


(Prem Prakash)
AGM(Nodal & BP-CM)