

**GOVERNMENT OF INDIA
COMMUNICATIONS AND INFORMATION TECHNOLOGY
LOK SABHA**

UNSTARRED QUESTION NO:1304
ANSWERED ON:10.12.2003
BSNL SCHEMES FOR MOBILE SUBSCRIBERS
ADHIR RANJAN CHOWDHURY;NARESH KUMAR PUGLIA;SHYAMA SINGH

Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:

- (a) whether the Bharat Sanchar Nigam Limited (BSNL) has launched any new promotional schemes for its mobile subscribers;
- (b) if so, the details thereof; and
- (c) the reaction of other mobile phone operators and the consumers thereto?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY (SHRI J. PRADHAN)

(a) Yes, Sir.

(b) Some of the promotional schemes were on all India basis and some in selected areas depending upon availability of capacity.

Schemes like full talk time on recharge coupons offered from 22nd September, 2003 till 31st December, 03 and Student Power - 99 from 2nd September, 2003 till 31st October, 2003 were on all India basis.

Some of the schemes launched on area basis were Rs. 600/- free talk time with no activation fees from 19.8.2003 to 31.8.2003, Student Power - 99 from 1.11.2003 to 31.1.2004, One + One scheme (1 CellOne connection free on purchase of one CellOne connection) launched from 1.7.2003 to 31.7.2003 and Rs. 600/- talk time free for six months to new CellOne customers from 24.7.2003 to 15.8.2003, etc.

BSNL has also tied up with SBI Cards and ICICI Credit Cards to provide cellular handsets of major brands at attractive monthly instalments to SBI Credit Card holders and ICICI Credit Card holders.

(c) As per information gathered from newspapers, other cellular operators also reacted aggressively and introduced matching schemes in both Post-paid and Pre-paid category.

Customer's reaction was very positive. BSNL experienced a substantial growth in customer base with these schemes.