



# ALL INDIA BHARAT SANCHAR NIGAM LIMITED EXECUTIVES' ASSOCIATION

## CALCUTTA TELEPHONES DISTRICT CIRCLE BRANCH

3A, CHOWRINGHEE PLACE, ROOM NO. 74 (2ND FLOOR)

KOLKATA - 700 013

PHONE : 2228 1188

Ref. No. AIBSNLEA/CTD/CGM/18-19

Date: 12<sup>th</sup> December, 2018

To  
The Chief General Manager  
Bharat Sanchar Nigam Limited  
Calcutta Telephones  
34 , B.B.D.Bag (S)  
Kolkata-700 001.

**Subject: Proposals for making LL/BB and Mobile services more attractive in Calcutta Telephones**

Respected Sir,

Reasons behind reluctance to keep the existing LL/BB and Mobile (Postpaid/Prepaid) by our existing customers and also to attract prospective customers in the present competitive market and proposals to counter the same by taking appropriate measures immediately in Calcutta Telephones are appended below for your kind perusal and necessary action please:

SI	Subject	Problem	Rectification thereof
1	Loyalty point redemption	Customers are not aware of the offer and process for redemption	To make LL/BB lucrative, this facility has been given. Automatic redemption of 50 or 100 mcu in a month may be done for on/off net calls which will popularize our LL/BB Plans and also the same facility may be allowed to avail by using more data usage (GB) in the respective plan.
2	Comprehensive BSNL APP	It is the need of the market to compete with JIO and other operators	Developing comprehensive BSNL APP with all entertainments like Cinema, Chat,TV,Music,Magazine,News,Health,Money etc. The App may be automatically downloaded in the handset simultaneously with the insertion of the BSNL SIM
3	Prepaid vs Postpaid	There is no noticeable tariff difference and freebees in Postpaid Mobile	There should be some more facilities like more download/upload GB , free calls , SMS to differentiate Postpaid tariff with Prepaid tariff as Postpaid customers are loyal in BSNL's customer base, they may be given more advantage
4	Broadband vs FTTH	There is lack of rationality in Broadband and FTTH tariff and hence existing BB customers are eager to switch over to FTTH	Tariff of FTTH should not be at par or less than that of BB. FTTH connections should be given to customers especially corporate nature with minimum hire period set by the Department to make it cost effective with higher speed and at the same time BB tariffs should be made more attractive by giving facilities like free calls and other facilities/freebees

**Subhasis Mitra**  
Circle Secretary  
AIBSNLEA, CTD