

Corporate Office, CDMA Section
5th floor, Bharat Sanchar Bhawan,
Janpath, New Delhi-110 001
Phone- 011-23037211,Fax- 23710055



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

No. 69-05/2011-CDMA/Vol.II/

Dated 06.09.2018

To,

The C.G.M.T,
A&N, AP, AS, CGH, GJ, J&K, KLA, KTK, MP, MH, NE-I, NE-II, OR, RJ, TN, Telangana,
UP (E), WB BSNL Telecom circles & CHTD.

Sub.:- Offering of ASEEM plan to existing CDMA fixed customers- Reg.

Ref.:- Letter No 3-2/2013-R&C[CFA] dated 21-08-2018 issued from T&C-CFA Branch of BSNL CO.

Kindly refer to letter cited under reference whereby T&C-CFA Branch of BSNL CO issued promotional scheme for migration of CDMA Customers into alternate Technology. Vide this circular, ASEEM plan has also offered to existing CDMA fixed customers to retain the existing CDMA Fixed number.

Some field Unit informed that NCNGN and ITPC circle is asking for necessary guideline from Corporate office.

Kerala circle has given proposal to BSNL CO for offering of ASEEM plan to CDMA Fixed customers Copy of Kerala circle proposal enclosed herewith for ready reference.

In this regard circles are requested to provide ASEEM Plan wherever is feasible. In case ASEEM plan required to offer through NGN platform (For SDCA where NGN service already launched), in such cases concern circles should co ordinate with NCNGN Circle.

This is issued with the approval of competent authority.


AGM (CDMA-I)

Copy to :

- 1) CGM ITPC for necessary action please.
- 2) GM(NCNGN),HQ for information and necessary action please.

Corporate Office(T&C-CFA Branch)
2nd floor, Room No. 227 A,
Eastern Court, Jan path,
New Delhi – 110 001
Phone – 011 -23765039/23734321
Fax – 011 - 23734319 / 23734322
Email id : tccfa.bsnl@gmail.com



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No. 3-2/2013-R&C [CFA]

Dated: 21-08-2018

Circular R&C-CFA No.94/18-19

Sub: Promotional scheme for migration of CDMA customers into alternate Technology – offering of ASEEM plan to existing CDMA Fixed customers- reg.

Ref: Letter of even number Dated: 06-08-2018.

Kindly refer to the letter cited under reference whereby this office has issued promotion scheme for migration of CDMA Customers into alternate plan. Based on feedback received from Kerala and some other Circles, Competent Authority decided that:

“In addition to the free of cost activated GSM SIM card, ASEEM plan shall also be offer to the existing CDMA fixed customers along with existing CDMA fixed number. However, ASEEM plan charges should be taken from customer.”

- 2) *The above tariff will be offered for A&N, AP, AS, CGH, GJ, J&K, KLA, KTK, MP, MH, NE-I, NE-II, OR, RJ, TN, Telangana, UP (E), WB BSNL Telecom Circles & CHTD for a promotional period of 90 days from the date of issue of promotion offer.*
- 3) *Circles have to update their website and report the same to TRAI as per tariff reporting requirement of TRAI.*
- 3) *Circles shall ensure to comply with all regulatory mechanism.*
- 4) *The Circular is issued based on the approval of Competent Authority in NWP- CDMA Cell File No.69-05/2011-CDMA/Vol.II. Clarification/correspondence, if any, in respect of above tariff may be sent to NWP-CDMA/Wi-Max Section, BSNL, Corporate Office, Janpath, New Delhi-110001, Tel. No. 011-23037285 and Fax No. 011-23710055.*

Ranjan V

DGM (T&C)-CFA

To

The CGMTs - A&N, AP, AS, CGH, GJ, J&K, KLA, KTK, MP, MH, NE-I, NE-II, OR, RJ, TN, Telangana, UP(E), WB BSNL Telecom Circles & CHTD., BSNL.

Copy for kind information to:-

- 1) CMD, BSNL.
- 2) Directors- CM/CFA/EB/HR/Fin, BSNL.
- 3) CGM, NCNGN for information.
- 4) PGM Regulations for information and necessary action.
- 5) PGM (NWP-CDMA/Wi-Max) BSNL CO. w.r.t. case mark: 69-05/2011-CDMA/Vol.II. Carrying approval of the Competent Authority in the matter.
- 6) Nodal officer- all Zones B&CCS.
- 7) WIN-all Zones for kind information please.
- 8) OL Section –for Hindi version.
- 9) Secretary – TRAI.
- 10) Guard file.

Sumit

DM T&C-CFA

Circular R&C CFA No. 94/18-19 dt. 21-08-2018

Regd. & Corporate Office: Bharat Sanchar Bhavan, H. C. Mathur Lane, Janpath, New Delhi-110001

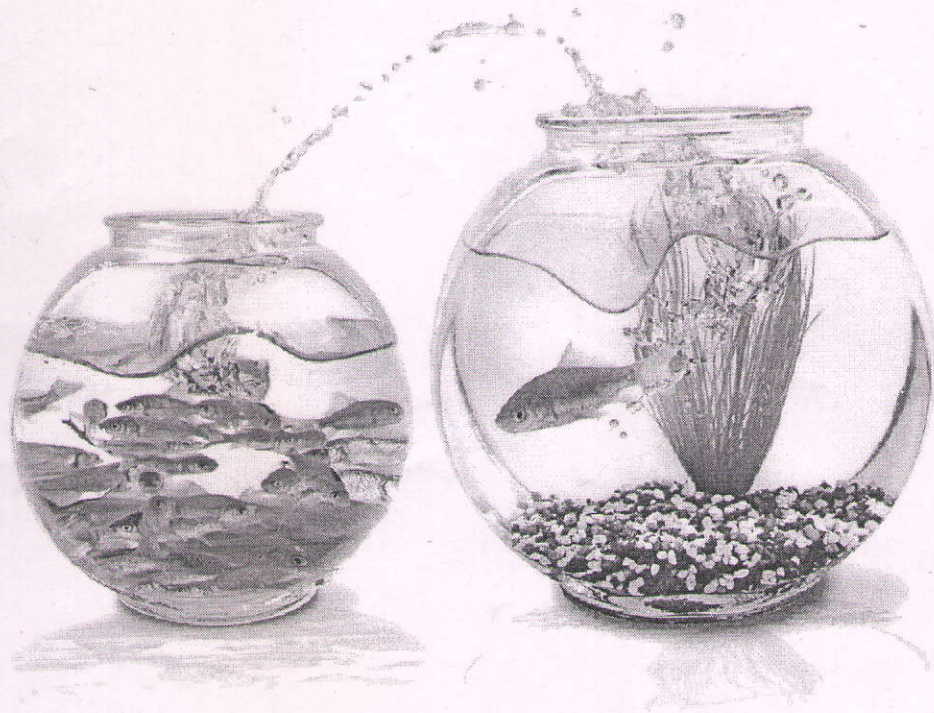
Corporate Identity Number (CIN): U74899DL2000GOI107739

Website : www.bsnl.co.in

A proposal for BSNL CDMA CUSTOMER MIGRATION PLAN

Customer Retention of existing BSNL CDMA CUSTOMER BASE through NGN &
GSM NETWORK for PERMENANT CDMA NETWORK CLOSURE

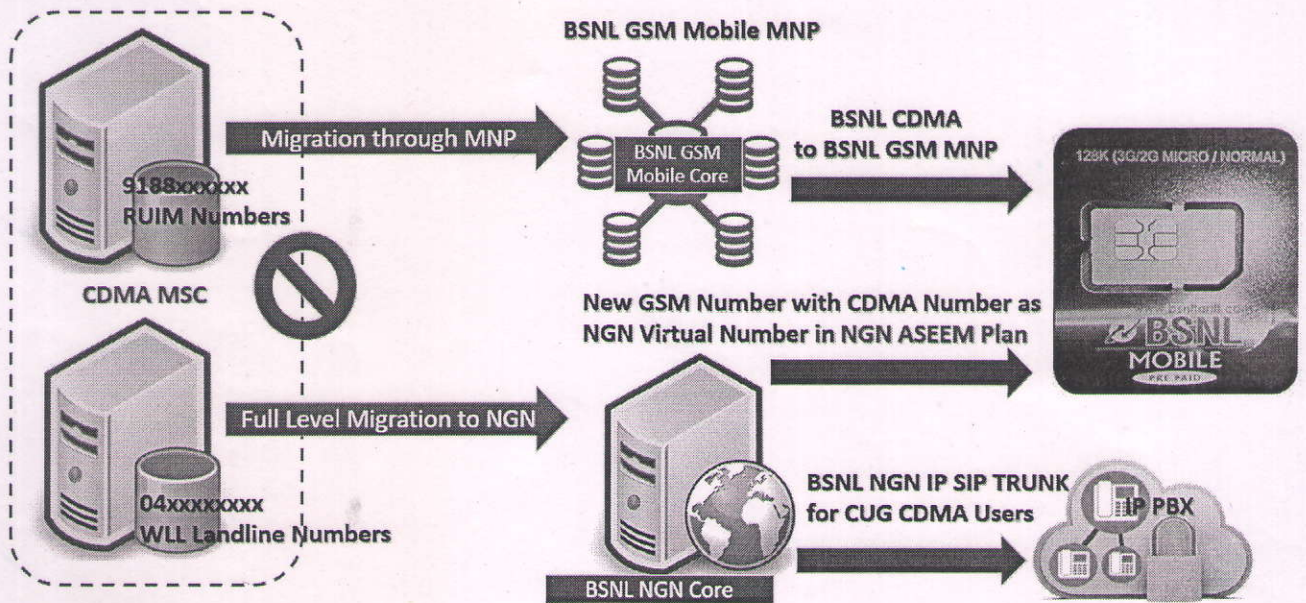
8th August 2018 - Document version 2.0



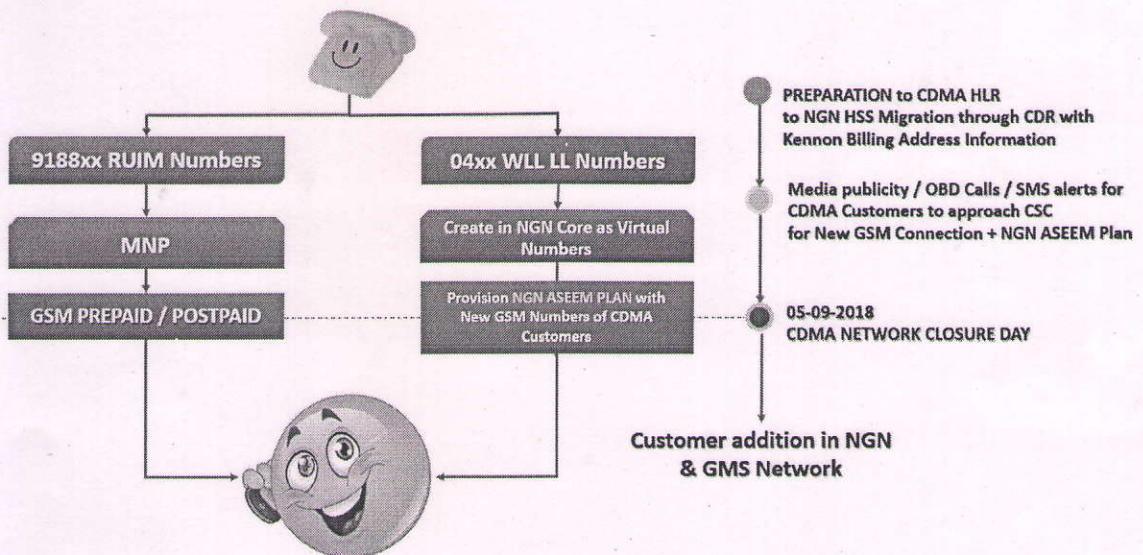
Prepared by
BSNL Kerala Telecom Circle

O/o GM (NWO-CM), MOBILE SERVICES

www.kerala.bsnl.co.in



- ❖ 9188xxxxxx RUIIM Level Mobile Numbers can be migrated to GSM PREPAID / POSTPAID CONNECTION through BSNL Officials assisted & CUSTOMER INITATED MNP PROCESS
- ❖ WLL Landline Level Numbers migration can be executed through the following process
 - Migrate ALL KERALA CDMA LANDLINE NUMBER to NGN Core as Virtual Numbers.
 - Create New GSM SIM in PREPAID PLAN with similar number of his WLL Telephone Number.
 - Provision NGN ASEEM PLAN in Migrated CDMA Numbers as NGN Core Virtual Numbers by providing UNCONDITIONAL Call Diversion to New GSM Number.
- ❖ "Thiruvalla Medical Mission Hospital" like bulk/CUG CDMA customers can provide NGN IP SIP Trunk through FTTH Back Haul and they can reuse their old CDMA Numbers with lesser migration cost of IP EPBAX Equipment.



Benefits of CDMA Migration through NGN Virtual Number or IP SIP TRUNK

- ✓ We can completely shut down CDMA RAN & CORE Network.
- ✓ Creation of Full CDMA levels as NGN Virtual Number not required any extra switching network like Telephone Exchange Ports. NGN Virtual Number account can act as a pure virtual number. So we can reduce AMC cost of idle switch port for ASEEM PLAN.
- ✓ Customer will get all INCOMING CALLS + an additional GSM Number that can be used in his dual SIM Mobile or he can use in Open Market available GSM Fixed Wireless Phones (FWP).
- ✓ BSNL will get additional bulk GSM Customer base without losing existing CDMA Customer base count.
- ✓ Even if we give First 6 months (Rs.99 worth) ASEEM PLAN as FREE also, after 6 Months we can bill for regular ASEEM PLAN Tariff. In this customer also getting benefit at just Rs.198 per year he can retain his number as Dual Number.
- ✓ ASEEM PLAN Bundled SIM (Rs.99) + 180 Days PREPAID VALIDITY (Rs.49 MITHRAM PLAN) of Total Rs.148 is only required to spend by customer for migration process.
- ✓ EvDO & NIC Data Card Customers can migrate through as promotional offer of FREE DATA Bundled new SIMs or RUIIM MNPs with a special "CDMA Migration DATA PLAN" in GSM PREPAID scheme.

Approximate Revenue Calculation

If we get 50% of Kerala CDMA Customers (Total 65K) successfully activated with NGN ASEEM PLAN with BSNL GSM Connection

30000 Customer Addition with ASEEM x Rs.16.5 per month
ASEEM PLAN Charge x 12 Months
= Rs.59,40000 per Anum + GSM Revenue