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To
1) to 26) All Chief General Managers,
BSNL Telecom Circles/ Metro Distts.

No. 1-2(1)/Market Share/2014-CP&M

Dated:02.02.2015

Sub: Tele-density and Market Share as on 31.12.2014.

During December 2014, the total telephone connections & total wireless telephone connections in the country have increased by 7 million & 7 million respectively, taking the total telephone connections in the country to 972 million (As on 31st December, 2014). Some operators have been showing the negative growth i.e. BSNL(1.5 Mn.), Sistema(0.07 Mn.) & Loop Mobile(0.7 Mn.) in the total telephone connection during December 2014 (As per BSNL MIS Report, COAI & AUSPI reports). During November 2014, 0.08 million broadband(wired) connections were increased taking the total broadband(wired) connections in the country to 15.23 million as on 30.11.2014.

The tele-density & market share of all telecom operators is prepared from above reports & enclosed as Annexure-1 to 11.
From reports, it is seen that:

1.0 For total telephone connections:

- 1.1 The total telephone connections as on 31.12.2014 are 972 million, out of which 98.32 million are provided by BSNL.
- 1.2 BSNL has been at 05th position as an operator with Market share of 10.12%. BSNL market share has decreased by 0.22% during the month of December 2014 and by 2.01% during 2014-15 (upto 31.12.2014).
- 1.3 BSNL's telephone connections have decreased by 1.5 million during the month of December 2014 and by 15 million during the year 2014-15 (upto 31.12.2014).

2.0 For Wireless connections:

2.1 For Wireless Service:

- 2.1.1 The total connections as on 31.12.2014 are 945 million, out of which 81.4 million are provided by BSNL.
- 2.1.2 BSNL has been at 05th position as an operator with Market share of 8.61%. BSNL market share has decreased by 0.2% during the month of December 2014 & by 2% during 2014-15 (upto 31.12.2014).
- 2.1.3 BSNL's connections have declined by 1.31 million during the month of December 2014 and by 13.3 million during 2014-15 (upto 31.12.2014).
- 2.1.4 The Wireless industry has grown by 4.44% in terms of connections during 2014-15(upto 31.12.2014) but relatively, BSNL has declined by 14.01%.

2.2 Proportion of VLR subscribers:

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2.2.1 The graphical depiction of proportion of VLR Subscribers, service provider wise is given at Annexure-11.

2.2.2 The total VLR Subscribers as on 30.11.2014 is 824.4 million, which comes to approximately 87.98% of total wireless telephone connections.

2.2.3 In terms of %age of active subscriber, BSNL is at 8th position with 67.88% active connections.

2.2.4 Idea leads the list in %age of active subscriber with 101%, followed by Reliance 97.4%, Airtel 96.1%, Vodafone 95% and Loop 94%.

3.0 For Broadband(wired) services:

3.1 The total connections as on 30.11.2014 are 15.23 million, out of which 9.98 million are provided by BSNL.

3.2 BSNL has inclined by 0.01 million connections during the month of November 2014.

3.3 BSNL has been at 1st position as an operator with Market share of 65.53% as on 30.11.2014. BSNL market share has decreased by 0.28% during the month of November 2014.

4.0 Summary:

4.1 The tele-density in the country is 78% with Delhi License area at top (236%) and Bihar License area at lowest (48.3%) as on 31.12.2014. The Broadband(wired)-density in the country is 1.22% out of which BSNL has provided 0.8% as on 30.11.2014.

4.2 As an operator with total number of telephone connections in a single license area BSNL holds 1st position in no Circle.

4.3 In total number of wireless connections, BSNL has No.2 position in no License areas.

Encl:- Annexure 1 to 11.


AGM(CPM-1)

Copy to: 1) O/c

2) CMD BSNL for kind information.

3-7) Director (CFA/CM/ Enterprise/HR/F) for kind information.

8-11) ED (IT&CA/CN/F/NB) for kind information.

12-14) GM (C&M)/Company Secretary/MIS

15) BSNL Intranet Portal

If you find any discrepancies OR hence any suggestions to improve this report kindly e-mail at agmcpm1@gmail.com