CHAPTER - III

PROFILE OF TELECOM OPERATORS IN INDIA
CHAPTER III

In this Chapter a retailed particulars about the various cell phone connection companies were given.

BSNL

Introduction

On October 1, 2000 the Department of Telecom Operations, Government of India became a corporation and was christened Bharat Sanchar Nigam Limited (BSNL). Today, BSNL is the No. 1 Telecommunications Company and the largest Public Sector Undertaking of India with authorized share capital of $3977 million and networth of $14.32 billion. It has a network of over 45 million lines covering 5000 towns with over 35 million telephone connections.

With latest digital switching technology like OCB, EWSD, AXE-10, FETEX, NEC etc. and widespread transmission network including SDH system upto 2.5 gbps, DWDM system upto 80 gbps, Web telephony, DIAS, VPN, Broadband and more than 400,000 data customers, BSNL continues to serve this great nation.
Its responsibilities include improvement of the already impeccable quality of telecom services, expansion of telecom network, introduction of new telecom services in all villages and instilling confidence among its customers.

BSNL has managed to shoulder these responsibilities remarkably and deftly. Today with over 45 million line capacity, 99.9% of its exchanges digital, nation wide Network management & surveillance system (NMSS) to control telecom traffic and over 4,00,000 route kms of OFC network, Bharat Sanchar Nigam Ltd is a name to reckon with in the world of connectivity. Along with its vast customer base, BSNL's financial and asset bases too are vast and strong. Consider the figures, as they speak volumes on BSNL's standing:

The telephone infrastructure alone is worth about Rs. 1,00,000 crore (US $ 22.74 billion) with a Turnover of Rs. 31,400 crore (US $ 7.14 billion)

Add to which, BSNL's nationwide coverage and reach, comprehensive range of telecom services and a penchant for excellence; and you have the ingredients for restructuring India for a bright future. Today, BSNL is most trusted Telecom Brand of India.
Cellular Service Overview

India's fastest growing cellular service, along with (pre-paid service) brings cellular telephony to the masses, through innovative technology and strategic pricing.

This ambitious service uses state-of-the-art GSM technology to attain global excellence and leadership in business. Our entry into this sector has brought GSM cellular service at an affordable cost to the common man. All serving a single objective, “to provide better communication to millions across India”.

Customers have reposed tremendous faith in BSNL and it has enrolled over 30 Lakh Cellular customers within ten months of launch of Cellular service, an unprecedented mark in Indian Cellular Market.

Why should choose CellOne?

♦ For the first time in the country, all major towns and cities are covered through our network

♦ All major national and state highways are covered

♦ National and International SMS facility

♦ International roaming available for more than 300 networks across the world

♦ The facility of one number roaming across the country
♦ Appropriate and reasonable tariff packages to suit every pocket
♦ Absolute transparency in billing. See your CellOne bills online no matter whatever place you belong to
♦ All regular features of cellular telephony, such as SMS as well as advanced features like MMS are available.
♦ 24 Hour helpline all across the country.
♦ The only Mobile service available throughout the country including Jammu and Kashmir and North Eastern states like Arunachal Pradesh, Nagaland, Mizoram etc.

BSNL Service Plus

CellOne provides a number of **Value Added Services**. These services help BSNL to serve better & enhance the ease & quality of communication thus bringing global connectivity at your doorstep.

♦ Voice Mail Service
♦ Value Added Services  SIM Based service  SMS based Services
♦ Short Message Service (SMS)
♦ Group Messaging
♦ National & International roaming
♦ Call forwarding
♦ Corporate Virtual Private Network
♦ Call conferencing
♦ Friend and Family Talk
♦ Call waiting and Call holding facility
- **Unified Messaging Services**: This provides Voice mail, FAX, e-mail, text to voice services on your mobile phone. So stay in touch with your nears and dears by means you like the most.

- **Wireless Application Protocol (WAP)**: Surf WAP enabled websites on Internet using this services.

**Calls from Cellular to all Cellular/Fixed network**

All calls from Cellular to all Cellular/fixed network of Tamilnadu Circle including Chennai, West Bengal Circle including Kolkotta and UP (East)/UP (West)/Uttaranchal as one Circle will be charged at intro-circle tariff as per respective plan of the calling subscriber except in case of Maharashtra.

In case of calls originating from BSNL Cellular in Maharashtra and terminating in Mumbai Licensed Service area, following charging pattern will be applicable, However tariff for calls originated in BSNL Cellular Maharashtra and terminating in other than Mumbai Licensed Service Area shall remain unaltered.
<table>
<thead>
<tr>
<th>Plan</th>
<th>Cell in Cell (Including calls to UASPs fully mobile services on level 9)</th>
<th>Cell to all other (fixed, FWT, WLL (LM), UASP)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0-200 kms</td>
<td>&gt;200 kms</td>
</tr>
<tr>
<td>Pre-Paid</td>
<td>Rs.1.70</td>
<td>Rs.2.10</td>
</tr>
<tr>
<td>Student Power 99</td>
<td>Rs.1.70</td>
<td>Rs.2.10</td>
</tr>
<tr>
<td>Plan 140</td>
<td>Rs.1.70</td>
<td>Rs.2.10</td>
</tr>
<tr>
<td>Plan 225</td>
<td>Rs.1.70</td>
<td>Rs.2.10</td>
</tr>
<tr>
<td>Plan 325</td>
<td>Rs.1.50</td>
<td>Rs.1.50</td>
</tr>
<tr>
<td>Plan 525</td>
<td>Rs.1.50</td>
<td>Rs.1.50</td>
</tr>
</tbody>
</table>

Cellular subscribers of one service area while roaming in another service area within same state are not to be charged roaming charges for incoming calls. Further, such roaming subscribers are to be charged home network plan tariff while making calls within as well as outside the state. However, in case of Maharashtra Cellular roaming in MTNL Mumbai network, present tariff for outgoing calls for roaming subscribers shall be applicable till the time MTNL agrees for the home network tariff plan. Incoming calls while roaming in MTNL Mumbai network will be free in case of Maharashtra Cellular subscribers.
Bharti Tele-Ventures

Bharti Tele-Ventures Limited, a part of Bharti Enterprises, in India’s leading provider of telecommunications services. The businesses at Bharti Tele-Ventures have been structured into two main strategic business groups—the Mobility Leaders business group and the Infotel Leaders business group. The mobility business group provided GSM mobile services across India in twenty-three telecom circles, while the Infotel business group provides broadband & telephone services, long distance services and enterprise services. All these services are provided under the Airtel brand.

Highlights

➢ Airtel won India’s most Customer Responsive Telecom Company Award

➢ Airtel to launch 3G in Seychelles

➢ Bharti brings the next generation cable system SEA-ME-WE-4 to India

➢ Bharti has been adjudged as India’s second best employer’ by Hewitt Associates.

➢ Bharti, India’s leading telecom conglomerate, declared country’s best-managed company by Asiamoney.
Sunill Bharti Mittal, Chairman & Management Director, Bharti Enterprises, is the Ernst & young Entrepreneur of the year 2004. Paul J Ousting & NR Narayan Murthy award him the accolade.

About Airtel

Bharti Enterprises has been at the forefront of technology and has revolutionized telecommunications with its world class products and services. Established in 1976, Bharti has been a pioneering force in the telecom sector with many firsts and innovations to its credit. Bharti has many joint ventures with world leaders like Singtel (Singapore Telecom); Warburg Pincus, USA; Telia, Sweden; Asian infrastructure find, Mauritius; International Finance Corporation, USA and New York Life International, USA. Bharti provides a range of telecom services, which include Cellular, Basic, Internet and recently introduced National Long Distance. Bharti also manufactures and exports telephone terminals and cordless phones. Apart from being the largest manufacturer of telephone instruments in India, it is also the first company to export its products to the USA. Bharti is the leading cellular service provider, with a footprint in 21 states covering all four metros. It has over ten million satisfied customers.
Awards

Consecutively for four years 1997, 1998, 1999 and 2000, AirTel has been voted as the Best Cellular Service in the country and won the coveted Techniques award.


Some of the many advantages of the Airtel Pre-paid...

1. Total Cost Control

   Enjoy the liberty of total cost control with your Airtel Pre-paid Re-charge as much as you feel the need to! Now that's what we call complete freedom!

2. No Rentals

   Buy an Airtel prepaid card without having to pay any rentals!

3. No Deposits

   Your Airtel prepaid card comes without having to pay hefty deposits!
4. **STD/ISD Facility till the last rupee**

    Now experience complete freedom like never before with Airtel! Out STD/ISD facility allows you to make long distance in India and Overseas from your cellular Phone!

4. **Instant Balance Inquiry**

    Check your talk-time instantly by calling out toll-free number!

5. **60 Second pulse**

    Airtel provides you with a 60 second pulse rate! Freedom for you to experience like never before!

6. **Instant Recharge**

    Avail of instant recharge on your Airtel prepaid card with just a few simple steps!

7. **24 Hour recharge facility**

    With our round-the-clock recharge facility, recharge your Airtel prepaid card anytime, anywhere!

8. **Caller Line Identification**

    Call Line Identification gives you the power to know the phone number of the calling party even before you answer the call, thus giving you the choice to either reject or take the call. It provides the added advantages of saving the incoming number directly in the
Handset Phone Book. So that the next time you want to call the same person, you don’t need to retype his number, simply use your phone book.

10. Call Divert, Call Hold and Call Wait

Avail of special services like call waiting, call hold and call divert—all with your Airtel prepaid card!

11. Short Messaging Service (SMS)

With Airtel’s Short Messaging Services (SMS), send messages and jokes to your friends and colleagues, anytime anywhere!

12. SMS based Information Services

with Airtel’s SMS based information service, you can get up-to-the-minute cricket scores, order flowers as well as send couriers or check your daily horoscope!

13. Voice Mail Service

Voice mail lets you receive messages even when your handset is switched off or when you are outside the coverage area. You can listen you your messages whenever you feel like, from anywhere in the world; Voice Mail can store up to 75 messages, with each message of two-minute duration.
As an Airtel Post-Paid customer one can enjoy the following facilities:

1. **Easy billing**

   Now enjoy the luxury of viewing details of your last 3 billing cycles and the convenience of paying your Airtel bill online! Experience complete freedom with Airtel!

2. **Call Divert, Call Hold and Call Wait**

   Avail of special services like call waiting, call hold and call divert – all with your Airtel postpaid connection!

3. **Short Messaging Services (SMS)**

   With Airtel's Short Messaging Services (SMS), send UNLIMITED messages and jokes to your friends and colleagues, anytime anywhere!

4. **Caller Identification**

   Call Line Identification gives you the power to know the phone number of the calling party even before you answer the call, thus giving you the choice to either reject or take the call. It provides the added advantages of saving the incoming number directly in the Handset Phone Book. So that the next time you want to call the same person, you don't need to retype his number, simply use your phone book.
5. Voice Mail

Voice mail lets you receive messages even when your handset is switched off or when you are outside the coverage area. You can listen to your messages whenever you feel like, from anywhere in the world, Voice Mail can store up to 75 messages, with each message of two-minute duration.

6. STD/ISD Facility

Now experience complete freedom like never before with Airtel! Out STD/ISD facility allows you to make long distance in India and Overseas from your cellular Phone!

7. Roaming (National and International)

Airtel’s Roaming Service allows you to use your mobile phone to make or receive calls from almost anywhere in India and abroad! Enjoy roaming within the country as well as across international destinations.

8. Call Divert, Call Hold and Call Wait

Avail of special services like call waiting, call hold and call divert—all with your Airtel prepaid card!

9. Short Messaging Service (SMS)

With Airtel’s Short Messaging Services (SMS), send messages and jokes to your friends and colleagues, anytime anywhere!
10. SMS based Information Services

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RELIANCE

Reliance – India’s largest business house

RIL emerged as the only Indian company in the list of global companies that create most value for their shareholders, published by Financial Times based on a global survey and research conducted by Price water house Coopers in 2004. RIL features in the Forbes Global list of world’s 400 best big companies and in FT Global 500 list of world's largest companies.

RIL emerged as the 'Best Managed Company' in India in a study by Business Today and A.T. Kearney in 2003. The company emerged 'India's biggest wealth creator' in the private sector over a 5-year period in a study by Business Today - Stern Stewart in 2004. RIL alone accounts for:

- 17 per cent of the total profits of the private sector in India
- 7 per cent of the profits of the entire corporate sector in India
- 6 per cent of the total market capitalisation in India
- Weightage of 13 per cent in the BSE Sensex
- Weightage of 10 per cent in the Nifty Index
- One out of every four investors in India is a Reliance shareholder.
With globally competitive capital and operating cost positions, Reliance Group dominates the rapidly growing Indian market deriving over 80% of its revenues from the domestic market.

Group Company: Reliance Industries Limited, India's largest private sector company.

Reliance Group

The Reliance Group founded by Dhirubhai H. Ambani (1932-2002) is India's largest business house with total revenues of over Rs 99,000 crore (US$ 22.6 billion), cash profit of Rs 12,500 crore (US$ 2.8 billion), net profit of Rs 6,200 crore (US$ 1.4 billion) and exports of Rs 15,900 crore (US$ 3.6 billion).

The Group's activities span exploration and production (E&P) of oil and gas, refining and marketing, petrochemicals (polyester, polymers, and intermediates), textiles, financial services and insurance, power, telecom and infocom initiatives. The Group exports its products to more than 100 countries the world over. Reliance emerged as India's Most Admired Business House, for the fourth successive year in a TNS Mode survey for 2004.

Reliance Group revenue is equivalent to about 3.5% of India's GDP. The Group contributes nearly 10% of the country's indirect tax revenues and over 6% of India's exports. Reliance is trusted by an investor family of over 3.1 million - India's largest.
The Group's flagship company, Reliance Industries Limited (RIL) is the first and only private sector company from India to feature in the 2004 Fortune Global 500 list of 'World's Largest Corporations' and ranks amongst the world's Top 200 companies in terms of profits. RIL emerged in the world's 10 most respected energy/chemicals companies and amongst the top 50 companies that create the most value for their shareholders in a global survey and research conducted by Price water house Coopers and Financial Times in 2004. RIL also features in the Forbes Global list of world's 400 best big companies and in FT Global 500 list of world's largest companies.

In the year 1958 returned to Mumbai and started his first company, Reliance Commercial Corporation, a commodity trading and export house.

In the year 1966, as a first step in Reliance's highly successful strategy of backward integration, he started the textile mill in Naroda, Ahmedabad.

In the year 1975, a technical team from the World Bank certified that the Reliance textile plant was "excellent by developed country standards."

In the year 1977, the company went public.
Credited with a number of financial innovations in the Indian capital markets. Today, the Reliance Group has one of the largest family of shareholders in the world. With an investment of over Rs 36,000 crore (US$ 9 billion) in petroleum refining, petrochemicals, power generation, telecommunication services and a port terminal in a three-year time frame, has steered the Reliance Group to its current status as India's leading textiles-petroleum-petrochemicals-power-telecom player.

**Reliance -infocomm**

Reliance Infocomm is the outcome of the late visionary Dhirubhai Ambani's (1932-2002) dream to herald a digital revolution in India by bringing affordable means of information and communication to the doorsteps of India's vast population.

"Make the tools of infocomm available to people at an affordable cost, they will overcome the handicaps of illiteracy and lack of mobility", Dhirubhai Ambani charted out the mission for Reliance Infocomm in late 1999. He saw in the potential of information and communication technology a once-in-a-lifetime opportunity for India to leapfrog over its historical legacy of backwardness and underdevelopment.
Working at breakneck speed, from late 1999 to 2002 Reliance Infocomm built the backbone for a digital India - 60,000 kilometres of fibre optic backbone, crisscrossing the entire country. The Reliance Infocomm pan-India network was commissioned on December 28, 2002, the 70th - birth anniversary of Dhirubhai. This day also marked his first birth anniversary after his demise July - 6, 2002.

Reliance Infocomm network is a pan India, high capacity, integrated (wireless and wireline) and convergent (voice, data and video) digital network, designed to offer services that span the entire Infocomm value chain - infrastructure, services for enterprises and individuals, applications and consulting. The network is designed to deliver services that will foster a new way of life for a New India.
Introduction

BPL Mobile is committed to business leadership in providing world class technology services and solutions, by focusing on People, Customers, Technology, and passionately driving Excellence throughout the organization thereby creating Value.

Having started its services in 1995, BPL Mobile operates in Mumbai, Maharashtra, Goa, Kerala, Tamil Nadu and Pondicherry - with a network spanning across 209 cities currently.

Today, BPL Mobile, India's premier mobile phone service provider serves over 2.5 million happy and satisfied subscribers across all our markets.

This achievement is a result of BPL Mobile's philosophy to give the consumer a truly world class wirefree experience through technology, services and a network that gives Superior Coverage and Amazing Clarity. BPL Mobile has revolutionized the mobile communications industry in India with its state of the art technology, which includes the unique network design, the Qualnet, Camel Phase 2 Intelligent Network (IN) platform and GPRS providing cutting edge services like Multimedia Messaging (MMS), mobile browsing, Java based mobile games amongst others.
Mission Vision & Values

Our vision

To be the leader in Indian wireless industry

Corporate Mission

Given the immense opportunities we have in the Telecom service Business, our goal is to set up a world class team, organization and systems to ensure Customer Satisfaction and Business success.

Mission Statement

BPL Innovision Group is committed to business leadership in providing world class services by focusing on People, Customers, Technology & passionately driving excellence throughout the organization thereby creating Value.

Five Pillars that hold aloft the Mission

People

• Driven by values.
• Totally empowered.
• Completely aligned.

Customers

• Customer First mindset & Philosophy.
• Recognize that customer has a choice.
• Ensure strategies, processes & products create value
Technology

- State of the art.
- Superior & Premium.
- Innovative

Excellence

- Do it right the first time.
- Committed to continuous improvement.
- Passionate about quality.
- Progress through creativity

Value

- Creating shareholder value.
- Creating economic value.

Values

- Exist for the customer.
- Singularity cost conscious.
- Aggressive about growth.
- Transparency in all actions.
- Fiercely competitive.
- Highly Flexible.
- Committed to teamwork.
- Accountable for all actions.
- Integrity in all aspects.
- Nurture diversity.
- Freedom to make right mistakes
TATA INDICOM

Introduction

Tata Tele-services is a part of the INR 76,930 Crore (U$S17.10 billion) Tata Group, that has over 90 companies, over 22,000 employees and more than 2 million shareholders. With and investment of over INR 9,000 (U$S2 billion) in Telecom, the Group has a formidable presence across the telecom value chain.

Tata Tele-services spearheads the Group's presence in the telecom sector. Incorporated in 1996, Tata tele-services was the first to launch CDMA mobile services in India with the Andhra Pradesh circle.

Starting with the major acquisition of Hughes Tele.com (India) Limited [now renamed Tata Tele-services (Maharashtra) Limited] in December 2002, the company has swung into expansion mode. Tata Tele-services operates in 20 circles i.e., Andhra Pradesh, Chennai, Gujarat, Karnataka, Delhi, Maharashtra, Mumbai, Tamil Nadu, Orissa, Bihar, Rajasthan, Punjab, Haryana, Himachal Pradesh, Uttar Pradesh (E), Uttar Pradesh (W), Kerala, Kolkata, Madhya Pradesh and West Bengal. The investment in Tata Tele-services Limited (including Tala Tele-services (Maharashtra) Limited) as of March 2005 totals INR 14,446 Crores (U$S3.21 billion)
Having pioneered the CDMA 3G1 x technology platform in India, Tata Tele-services has established a robust and reliable telecom infrastructure that ensures quality in its services. It has partnered with Motorola, Ericsson, Lucent and ECI Telecom for the deployment of a reliable, technologically advanced network.

The Company, which heralded convergence technologies in the Indian telecom sector, is today the market leader in the fixed wireless telephony market with a customer base of over 2.8 million for the period ended September 05.

Tata Tele-services bouquet of telephony services includes Mobile services, Wireless Phones, Public Telephony Booth, and Wireless services. Other services include value added services like voice portal, roaming, 3-way conferencing, group calling and data services.

The company has launched Prepaid FWP and Public phone booths, a range of new handsets, new voice & data services such as BREW games, cricket, astrology, etc., These are in addition to its existing services of Postpaid Mobile. Prepaid Mobile & Postpaid FWP.
Today, Tata Tele-services Limited along with Tata Tele-services (Maharashtra) Limited serve more than 7 million customers in 1700 towns and aims at 4000 town by March 2006. With an ambitious rollout plan both within existing circles and across new circles, Tata Tele-services is offering world class technology and user friendly services in 20 circles.
AIRCCEL

Introduction

Aircel Cellular is a part of the Sterling group. Aircel Cellular began its commercial operations in April 1999 and in a very short span has achieved a huge subscriber base of over 19.5 Lakh. Aircel has coverage over 362 towns in Tamil Nadu. Advanced Technology, strong customer-oriented strategies and excellent back-end support, have contributed to Aircel being one of the top Cellular Service Provider in the country today.

Our singular motivation for communal progression has been customer satisfaction. And we go that extra mile to ensure that our customers receive the best of our services at all times. A recent survey conducted by IDC (International Data Corporation) has placed Aircel as India’s No.1 cellular service provider in terms of Customer satisfaction.

An effective combination of the latest technology and experienced professionals in a progressive work environment where creativity, innovation, experience, self-motivation have been the catch words of success - Aircel Cellular bears a testimony to this work culture.