

## **Chapter 10**

### **Landline VAS & Tariff**

## Landline VAS

### 1. Introduction-Landline VAS

Value-added services (VAS) are those services that offer differentiation or a value to the bearer service and the ability for telecom operators to charge a premium price. For a telecom operator's perspective VAS is very important as it is a revenue driver. All the telecom service users want to have many other services over and above the basic service. VAS plays a very important role when the telecom market moves towards saturation level.

BSNL as a telecom service provider is providing following value added services over basic service:

#### 1.1 ISDN (Integrated Service Digital Network)

An ISDN subscriber can establish two simultaneous independent calls (except when the terminal equipment is such that it occupies two 'B' channels for one call itself like in video conferencing etc.) on existing pair of wires of the telephone line (Basic rate ISDN) where as only one call is possible at present on the analog line /telephone connection. The two simultaneous calls in ISDN can be of any type like speech, data, image etc. ISDN also supports a whole new set of additional facilities, called Supplementary Services.

- Normal Telephone & Fax (G3) and G4 Fax
- Digital Telephone -with a facility to identify the calling subscriber number and other facilities.
- Data Transmission at 64 Kbps with ISDN controller card
- Video Conferencing

#### Types of Accesses in ISDN

There are two types of "accesses" (connections) for ISDN.

- Basic Rate Access (BRA):2B+D,2 Channels of 64 Kbps for Speech and Data. 1 Channel of 16 Kbps for Signalling
- Primary Rate Access (PRA):30B+D, 30 Channels of 64 Kbps for speech and data. 1 Channel of 64 Kbps for signalling.

## **1.2. Internet Facility:**

BSNL is providing Internet service throughout the entire country (except in New Delhi and Mumbai) under the brand name of "Sancharnet". Sancharnet provides free all India roaming and enables its users to access their accounts, using the same access code (172233) and user ID from anywhere in the Country. In order to make Internet available throughout the length and breadth of the Country Internet Dhabas are being commissioned at all the Block Headquarters.

BSNL provides the following types of connections to access Internet to customer:

### **1.2.1 PSTN dial up access**

BSNL internet service offers flexible options of access plans for PSTN dial-up in various slabs of 25,50,100, 200, 500 and 1,000 hours. With Sancharnet dialup account you get all India roaming advantage which is not available with any other ISP because you can access sancharnet internet by dialing '172233' from any city in India.

### **1.2.2 ISDN dial up access**

Subscribers can have blazing fast Internet surfing and download speeds in 64 and 128 Kbps ISDN dial up connections. The uniform all India access no. for ISDN access is '172225'.

### **1.2.3 Account free Internet dial up access based on CLI**

CLI based internet service is a unique method providing Internet service in which the Customer can access the Internet service from any telephone through dial up. The service allows automatic registration on first LOGIN. The authentication will be based on CLI of the telephone with the password supplied by the caller. The charging is totally usage based and the service is a post paid service like normal PSTN. The billing will be separate based on the duration of use and will be charged to telephone bill (CLI based) as Internet access charge at the prescribed rate. The service is available in selected cities. The access no. of this service is '172222' in all cities.

### **1.2.4 BROADBAND Connection**

Broadband service is based on DSL technology (on the same copper cable that is used for connecting telephone). This provides high speed internet connectivity upto 8Mbps. This is always - on internet access service with speed ranging from 256Kbps to 8 Mbps.

### **1.2.5 SANCHARNET CARD**

BSNL has also launched "SANCHARNET CARD" recently. The Sancharnet Card" is a prepaid Internet Access Card with following features for customers:

- Self-register for internet access with your choice of userid
- Renew your existing Sancharnet Account
- Wide Range of Internet Access Packages

### **1.2.6 Webfone Service**

This is an internet telephony service through which a subscriber can make ISD calls over internet to any fixed or mobile phone or on PC in a foreign country at a very nominal rate.

## **1.3 Intelligent Network Services:**

### **1.3.1 Freephone Service (FPH) (Access code : 1800)**

This service gives Service Users (calling party) the opportunity of calling the Service Subscriber (called party) free-of-charge via the PSTN by dialing a universal directory number from any part of the country. The call-fee is charged to the service subscriber. By subscribing to this service business, commerce, industry and trade organizations can advertise and sell their products and services.

Free phone service is an access code based service.

Access Procedure:

The user can make a Freephone call using the following dialing procedure:

**Dialling plan: 1800 + SCP code + XXXX**

SCP code is a three digit code of the concerned SCP from where free phone service has been provided to the service subscriber while XXXX is four digit free phone number allotted to a service subscriber

### **1.3.2 Virtual Card Calling services (Access code : 1802)**

Virtual Card Calling service allows a customer to make calls without cash. The intelligent network identifies the subscriber placing the call by analyzing the account number (16 digit number comprising PIN also) that the subscriber has entered and then completes the connection.

This service allows users to make calls from any telephone in the network to any destination. It is a powerful pre-paid card for those who are on the move and who do not own a telephone.

Virtual card calling service is an access code based service. All virtual card calls are preceded by the access code 1802 + SCP code. After dialing the access code, the subscriber is prompted to enter a virtual card number. The validation is done at the SCP. After this subscriber is prompted to enter the destination number.

### **1.3.3 Account card calling (ACC) (Access Code : 1804)**

It is a pre-paid card more powerful than VCC having features of renewability and dynamic PIN that make it easy to use and more secure.

This service allows customer to make calls from any telephone in the network to any destination. The call charges will be debited to subscriber account number. The originating telephone number will not be charged. Registration fee is Rs.5000/- + S.T. Card can be renewed by paying additional installment in multiple of Rs.1000/-. The account number is eight digits & PIN is 4 digits.

### **1.3.4 Virtual Private Networks (VPN) (Access code: 1801)**

The VPN service allows public network operators to provide private network features, e.g. Private Numbering Plan (PNP) and Screening capabilities, using the public network infrastructure. The Service Subscriber can directly manage and administer his VPN via the Customer Control feature. VPN is typically used to interconnect geographically distributed PBXs. This service enables the subscribers to form an imaginary network within a real network on existing telephone lines.

Corporate and others can subscribe to VPN service i.e. they can have their own VPN network by utilizing the existing telephone lines. VPN subscribers can have their own private numbering plan. The VPN users can make calls inside VPN group, outside VPN group to external numbers or they can use resources of VPN to make calls inside VPN from off-net positions or calls can be made from off-net to external numbers while using VPN resources.

### **1.3.5 Premium Rate services (PRM) (Access code: 1867)**

The Premium Rate service enables service users to access the information offered by the service subscriber against payment of a fee. This is accomplished via

the announcement facilities or in direct dialog mode. This way, information can be “sold” over the telephone. The fee charged to the calling party for using the service is composed of the connection part of the network operator and a part for the information of the service subscriber. The network operator collects the total amount which, based on the call-related data, is split on an agreed-upon key between the service subscriber and network operator.

The service subscriber is given a 4-digit PRM number which can be accessed from anywhere in the network.

### **1.3.6 Universal Number / Personal Number Services (Access Code: 1860/1868)**

This service allows a subscriber to have a universal number (UAN). All the incoming calls for this number shall be routed to different destinations depending upon the geographical location of the caller, the time, the day, or the date on which the calls are made. Company/ Corporate can assign single access number to their offices located at different places.

Based on the network involved in routing the call, the UAN service is divided into two categories:

- 1) UAN Local:** When the calling party and the destination number of UAN are in same city i.e. they have same STD code, the UAN calls are local calls and calling person will be charged at normal local call rates. The dialing plan for UAN Local is :

1860 + SCP code + 4 - digit UAN No.

- 2) UAN National:** When the calling party and the destination number of UAN are in different cities i.e. they have different STD codes, the UAN calls are long distance calls and calling person will be charged at normal long distance call rates. The dialing plan for UAN National remains same as UAN local:

1860 + SCP code + 4 – digit UAN No.

UAN calls can be charged on full charge basis to calling party or on split basis to calling & called party also.

UAN service is also interesting for individual persons with changing whereabouts, if they wish to be reached at any time in any location under the same directory number. If necessary, the service subscriber himself can change the destination number from any telephone line. This enables a follow-me function (Universal Personal Number Service).

**The dialling plan for UPN service is:****1868 + SCP code + 4 – digit UPN No.****1.3.7 Televoting services ( VOT) (Access code : 1803,1861)**

This service allows conduct of public polls and surveys through normal telephones. It is a boon for TV producers, serial makers, manufacturers, service providers and all others who conduct surveys for their products and services including public opinion on various issues of common interest etc.

**Dialing plan:**

There are two options available for televoting service:

- (i) The televoting number is kept as a toll free number and subscriber of televoting service pays the charges for incoming calls.

The numbering/ dialing plan is: **1803 + SCP code + XX YY** where XX will be assigned to subscriber and are fixed while YY are choice digits.

- (ii) The subscriber of televoting service does not pay for the incoming calls and calling party pays for the call charges for participating in the televoting.

The numbering/ dialing plan is: **1861 + SCP code + XX YY** where XX will be assigned to subscriber and are fixed while YY are choice digits.

**1.3.8 FLPP (Fixed Line Pre-Paid Telephone)**

FLPP (Fixed Line Pre-Paid) Service enables a subscriber to make calls from a prepaid account linked to his telephone number. Unlike the prepaid card 'ITC' service, where the authentication is done every time through a 16-digit PIN the authentication of FLPP is linked to his telephone line & the user is not required to dial the Account number/ PIN for authentication making it simpler to use.

**Fixed Line Prepaid service offers:**

- Conversion of fixed line to Pre Paid and get rid of telephone bills.
- Easy de-linking from telephone line when prepaid is not required on any number
- No need to dial Account number/ PIN every time you make a call.
- STD/ISD Facility
- On Line balance enquiry

- 'Follow on feature' on no reply, busy and called party release to dial another number for subscribers other than PCO.
- Easy recharge and no problem of bills
- Free Level 1 service like 100, 101, 102 etc. available.
- Free Level 1 IN services which are free to end-customers like Free Phone etc. are available.

**There can be four types of FLPP accounts namely**

- PCO FLPP Account,
- PCO Local FLPP Account,
- General FLPP Prepaid Account and
- General FLPP Prepaid + Post paid Account.

**Presently this service has been started on PCO and on post paid numbers as General FLPP+ Post paid account.**

### **1.3.9 Call Now Cards:**

It is a normal ITC card but specifically designed tariff to suit the requirement of users making heavy International/STD calls. Dialing procedure and features are same as that of ITC but the tariff is different from ITC and also different for different denomination of Call Now cards.

### **1.3.10 Personalized Ring Back Tone service:**

This service is just like the caller tune service in mobile phones. The landline subscribers can also set the ring back tone to be heard by the calling customer as per his choice. This service is under testing phase and will be available commercially very soon.

## **1.4 MultiPlay**

Multiplay service allows the customer to have data, video and voice service on the same line. The video service can be **IPTV (broadcast)** and video on demand. Presently this service is started only in few cities like Pune, Bangalore, Kolkata etc.

## **1.5.Audio Conferencing**

Audio Conferencing service allows multiple participants to converse with each other regardless of their location through the normal fixed line telephone or cellular phone. An audio conference subscriber can add two or more participants in a particular conference. The customers can schedule their audio conferences through the Web or through IVR. The service is available to existing BSNL subscribers only. Conference can be scheduled one time or standing. A standing conference is always on. The authorized participants has just to dial in a particular telephone number followed by a password to enter into a conference. On demand conference can be made. The



chairperson can invite several users one by one in the conference without using the web. He/she has to just dial a number followed by certain number and the called party number for doing a conference call.

### **1.6. Video Conferencing**

Video Conferencing service allows multiple participants to converse with each other regardless of their location through the video end-points or Personal computers. It involves Video and Audio communication. A video conference subscriber can add two or more video participants in a particular conference. The customers can schedule their video conferences through the Web. The video conferencing service can be availed by any user through IP or ISDN interface. The service is available to existing BSNL subscribers only. Personal computer user can download the software called "PVX" from BSNL's Video Conferencing Portal to avail the Video Conferencing facility with their web-cam.

### **1.7. Short Message Service:**

SMS can be send and received through landline telephones. For this the subscriber will have to purchase a SMS enabled handset.

### **1.8. Online Billing Enquiry and payment**

Online billing enquiry and payment service is made available by BSNL for many cities where one can see the status of telephone bills as well as pay the bills online.

### **1.9. ECS(Electronic Clearance Scheme):**

This service is a recognized service by RBI through which a subscriber can pay his telephone bills through their bank accounts. The willing customers have to get registered for this service.

### **1.10. Centrex Service:**

Centrex is a communication service which integrates a subscriber's all multi located Telephone lines (Existing and New) into a single highly functional communication group with more distinctive features without any additional equipment (like EXABX) at the subscriber's premises. A subscriber having two or more telephone connections can avail this service in which a centrex group will be formed. All the calls made between the numbers of the group will be made by using a short code and will not be charged. But all the calls made outside the group will be charged at the normal applicable tariff. In a way centrex facility is like having a PBX like facility between the numbers which are geographically distant away in a city without owning a PBX and maintaining it.

### **1.11. Answering Machine Service:**

On the landline numbers answering machine service can be provided by the centralized equipment installed at the exchange. The subscriber can divert his/her calls to

answering machine in case of no reply or busy to record some messages and later on he/she can take the messages from the answering machine.

**1.12. 12555 Service:** On landline numbers by dialing 12555 the subscribers can have many types of services like:

- Latest Bollywood songs
- Old classic songs
- Jokes
- Horoscope
- International/National news
- Cricket news
- Different contests
- Finance/stocks related news
- Travel information etc

Different services can be added/deleted from time to time as per the agreement with the third party content provider.

## 1.13 Land Line Tariff

### What is Tariff

- The rate at which the services are provided to consumers is called tariff of that services.
- Tariffs in general must ensure a comfortable margin for the enterprise

### Types of charges

- Fixed Monthly charge: Rental
- Rental varies as per the exchange capacity
- <1000, 1000-29999, 30k-1lakh, >1lakh
- Variable uses charges
- BSNL has various tariff plans which are based on the usage pattern and one can select the plans which is the most suitable as per his/her uses pattern , I.e. MCU/month.

### COMMON CHARGES

- Registration charges:500/-(Only in case of waiting).
- Security deposits:500/-(Local),  
1000/-(Local+STD),  
2000/-(Local+STD+ISD)

**Installation charges: 200 for Rural/500 for urban**

**Billing period/cycle One month**

**1.13.1 BSNL Tariff Plans**

Following are the tariff for various Land line plans:

Particulars	Standard Package	General		Alternative Package for rural			Alternative package for Rural and Urban both					
		BSNL		BSNL	BSNL	BSNL	BSNL	BSNL	BSNL	BSNL	BSNL	BSNL
	Rural	Rural	Urban	Economy(OLD)	Special(OLD)	Gramin-75	Economy	Special	Special plus	Super	Premium	Sulabh *
<b>G. Monthly fixed charges in Rs.#</b>												
<b>Residential subscribers</b>												
Exch system capacity<999	70	50	120	150	650	75	300	425	975	1450	2450	75
between 1000 and 29999	120	110	120	150	650	75	300	425	975	1450	2450	75
between 30000 and 99999	200	150	180	150	650	NA	300	425	975	1450	2450	99
100000 lines and above	280	150	180	150	650	NA	300	425	975	1450	2450	99
# Subscribers can avail annual payment option facility for all existing plans of LandLine/WLL by paying fixed monthly chages of 10 months in advance against 12 months of fixed monthly chages otherwise payable.												
H. "Free Calls" (in MCU/month)	50	75	50	150	700	75	225	400	1000	1500	3000	0
<b>Unit Call Charges (Including free calls) in Rs.</b>												
First 300 MCU pm	0.80	0.80	1.00	--	--	1.00	--	--	--	--	--	--
>300	1.20	1.20	1.20	--	--	1.20	--	--	--	--	--	--
<b>Unit Call Charges for alternative plans in Rs. (beyond free calls)</b>	--	--	--	1.20	1.10	--	1.20	1.10	1.00	0.90	0.80	1.20

<b>I. Revised Pulse rate (in seconds)</b>										
Particular	BSNL Network				Other Network					
	Fixed /WLL (except 10 digit numbers)	Cellular /WLL (10 digit numbers)			Fixed /WLL (except 10 digit numbers)	Cellular /WLL (10 digit numbers)				
Local and Intra circle calls	180	120			180	60				
Inter Circle calls	180	60			180	60				
<b>Q. Financial implications per month (in Rs.)</b>										
MoUs (Minutes of Usage)	General		Alternative Package for rural		Alternative package for Rural and Urban both					
	BSNL		BSNL	BSNL	BSNL	BSNL	BSNL	BSNL	BSNL	BSNL
	Rural	Urban	Economy(OLD)	Special(OLD)	Economy	Special	Special plus	Super	Premium	Sulabh
100	172	227	169	730	337	478	1096	1629	2753	214
200	225	293	179	730	337	478	1096	1629	2753	293
300	278	359	258	730	352	478	1096	1629	2753	372
400	357	438	337	730	432	478	1096	1629	2753	452
500	436	517	416	730	511	478	1096	1629	2753	531
1000	832	913	812	823	907	841	1096	1629	2753	927
2000	1623	1705	1604	1548	1698	1567	1592	1706	2753	1718
<b>R. Optional service charges</b>										
CLIP (Per month)	Free									
Itemized Bill	Free									
Reconnection charges	NIL									
Call waiting/ forwarding/ holding	As per existing rates									

	<b>Rural</b>	<b>Urban</b>	
Particular	<b>Plan 600</b>	<b>Plan 1200</b>	<b>Plan 2160</b>
Lump-sum fixed charges (non-refundable)	Rs. 600	Rs.1200	Rs. 2160
Monthly Charges	nil	nil	nil
Free calls per month(MCU)	30	50	50
Total Free Calls in MCU during the validity of plan	360	600	1200
Unit rate per MCU	0.80	1.00	1.00
Validity	<b>12 months</b>	<b>12 months</b>	<b>24 months</b>
Pulses	per As General Plan	per As General Plan	per As General Plan

### 1.13.2 SULABH PLAN

Monthly Rent for Sublah plan is Rs.75/99 free call nil,O/G call through ITC card Rs.1.20/-

#### Important Features of SULABH plan:

- In this plan, outgoing calls can be made by the customer only through ITC and other out going call facility will be barred.

No charges for supplementary services

All supplementary services like call waiting, call transfer, hot-line, call hunting, call conferencing ,abbreviated dialing , morning alarm ,dynamic lock, CLIP facility are being provided without any charges.

### 1.13.3 CENTREX TARIFF

<b>Plan Charges</b>	<b>2 PSTN lines</b>	<b>Rs. 50 per line</b>
	<b>3 PSTN lines</b>	<b>Rs. 75 per line</b>

	<b>4 PSTN lines and above</b>	<b>Rs. 100 per line</b>
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### 1.13.4 ISDN BRI & PRI Tariff

Particulars	ISDN PRI PLANS ( Amount in Rs.)				
	Economy Plan	Special Plan	Super Plan	Mega Plan	Super Mega Plan
<b>Registration</b>	Nil	Nil	Nil	Nil	Nil
<b>Initial Deposit(ARD)</b>	10,000	15,000	15,000	15,000	15,000
<b>Monthly Rental</b>	Rs.1750 p.m.* & Rs.1000 on each additional Km or part	1750	1750	1750	1750
<b>Plan Charges</b>	8250	18250	43250	88250	298250
<b>Free Calls</b>	7500	18000	44000	90000	325000
<b>Call charges after free calls(Rs.)</b>	1.10	1.00	0.85	0.80	0.70
*Subject to Technical feasibility on existing media/ copper media					
Particulars	ISDN BRI Plans				
	General Plan	Economy Plan	Special Plan	Super Plan	
<b>Monthly Rental</b>	360	360	360	360	
<b>Plan Charges</b>	--	590	1140	2640	
<b>Monthly free calls</b>	0	700	1250	3000	
<b>Unit call charges beyond free calls</b>	1.10	1.00	0.90	0.85	
<ul style="list-style-type: none"> <li>• There are no registration charges for BRI's presently.</li> <li>• Initial deposit (ARD) for BRI is Rs. 3,000/-</li> </ul>					

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