



SANCHAR NIGAM EXECUTIVES' ASSOCIATION KERALA CIRCLE

(Recognised Majority Association of Executives in BSNL)
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No.SNEA/Kerala/2018-19/II/66

dated 04/12/2019

To

The Chief General Manager (Telecom)
BSNL, Kerala Circle
Thiruvananthapuram

Sub: Unbundling of PRBT from all STVs and PLANs of Kerala Circle like in Orissa Circle due to huge revenue loss – urgent intervention solicited.

Ref:

- 1) SNEA CHQ Lr. No. SNEA/CHQ/CMD/2018-21/54 Dated 20th November, 2019
- 2) Orissa CGMT Lr. No.OR/CM/SM/ECT/19-20/87 dtd at Bhubaneswar the 27th Nov 2019

Sir,

It is seen from the analysis of data w.r.to STVs of different Circles, month wise revenue leakage to the tune of crores of rupees happening throughout BSNL due to bundling of PRBT and other entertainments with popular STVs. This issue was initially taken up by the Odisha Circle after the intervention of SNEA, Odisha in this issue and the Corporate Office has approved the proposal to unbundle the PRBTs from popular STV99 and PV-74 and PV-75 for Odisha Circle. The same issue was reported subsequently by Calcutta TD for STVs 74/75/99/198 and by A&N Circle. **In spite of this very live topic, to our surprise and dismay, recently Corporate office has signed an agreement with M/s. Lokdhun Telemedia Private Limited for bundling of Lokdhun entertainment content service with selected BSNL STVs throughout India as per Corp. Off. Lr. No.23-7/2019/S&M-CM/02 DTD 06/11/2019. As per the agreement signed, the payment to the particular vendor is Rs 0.32 (thirty two paise) plus applicable taxes per customer per day.** Unfortunately, the same Lokdhun entertainment is being implemented in Kerala Circle in the PLANs PV365 and PV 997.

Due to PRBT bundling itself, Revenue leakage of Rs.53,63,689 has been reported in the month of October-2019 in Kerala Circle alone. This was reported to CMD, BSNL by GS SNEA vide referred letter (1) above. In the month of November, Corporate office reduced the amount of PRBT to Vendor M/s. OnMobile from the rate of 11 paise to 7 paise. Eventhough, a revenue leakage of Rs.35,68,333 is reported for the last month in Kerala Circle. As done by Orissa Circle, this revenue leakage can be arrested and overall revenue of Kerala Circle can be further increased. Thus we can assure more Sales without any additional promotion for these PRBT STVs and PLANs.

As per our information, from the field units (CSCs /Project Vijay) the proposal for such bundled PRBT is not improving the BSNL revenue/market share. Rather it is reported that many customers are complaining against activation of PRBT without their request and insisting for deactivation. Some customers are under the impression that they are being charged for PRBT. If the customers are activating PRBT on their own ways, Rs.42/- is deducted from the customer's account and the share of an amount of Rs.32/- will get on monthly basis for BSNL. Share of Balance Rs.10/- will goes to PRBT vendor M/s. ONMOBILE in Kerala Circle.

Therefore, SNEA Kerala suggest for the immediate withdrwal PRBT from all STVs and PLANs by taking necessary action with BSNL Corporate Office in the interest of BSNL as well as that of customers .

**With kind regards,
Sincerely Yours**



**T.Santhosh Kumar
Circle Secretary, SNEA Kerala**

Copy to:

1. Shri. C. Rajendran PGM(S&M-CM), O/o CGMT, Kerala Circle for information and n/a please.
2. Shri. K.Sebastin General Secretary, SNEA CHQ for information please.