|  |  |
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| C:\Users\COMPAQ\AppData\Local\Microsoft\Windows\Temporary Internet Files\Low\Content.IE5\D2JVGCH3\aigetoa[2].jpg | **ALL INDIA GRADUATE ENGINEERS & TELECOM OFFICERS ASSOCIATION****TAMILNADU TELECOM CIRCLE****(An Association of DR Graduate Engineers/Account Officers of BSNL)****Website:** [**www.aigetoachq.org**](http://www.aigetoachq.org)**Email: aigetoatncircle@gmail.com** |

|  |  |  |  |
| --- | --- | --- | --- |
| **Circle President**H. Victor Samson9443100770 |  |  | **Circle Secretary**G. Saravana Kumar9443200450 |

Ref No: AIGETOATN/Circle Office Correspondence/7 dated: 5th June 2014

To

The Chief General Manager,

Tamilnadu Circle,

Bharat Sanchar Nigam Limited,

Chennai – 600 006.

**Sub:- Attrition in 2G, 3G Usage in the financial year 2013 – 14 - Reg**

Respected Sir,

We bring to your kind knowledge the attrition in 2G and 3G Usage in the financial Year 2013-14 for the consideration of revising Voice, SMS and DATA STVs.

The revenue generated in Consumer Mobility was increased in the financial year 2013-14 compared to 2012-13 due increase in Tariff but there is an alarming reduction of usage which may lead reduction of revenue in future.

The traffic comparison analysis for the circle is given below:-

**2G Minutes of Usage**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **FY 12-13** | **FY 13-14** | **Growth Rate** |
| **Voice** | 10872769545 | 10044334970 | **-8.25** |
| **SMS** | 1993085011 | 888081644 | **-124.43** |
| **Data** | 391428 | 552270 | **29.12** |

**3G Minutes of Usage**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **FY 12-13** | **FY 13-14** | **Growth Rate** |
| **Voice** | 502676533 | 637280239 | **21.12** |
| **SMS** | 111760437 | 77715044 | **-43.81** |
| **Data** | 933439 | 1682357 | **44.52** |

Though increase in Data traffic in both 2G and 3G networks, 2G SMS was worst affected which was ruined by 124.43% and 3G SMS was also affected which was ruined by 43.81% may be due to increase in usage of applications like **WhatsApp** and **Viber**. These instant messaging applications have taken a hit on SMS traffic from text messaging. The only gain is from higher data usage by subscribers, but this higher data traffic is not enough to offset loss due to reduction in SMS traffic. Hence it is necessary to revamp the SMS charges and DATA charges to pull new customers and also to retain the existing customers capitalize the DATA usage.

During the financial year 2013-14, the BTS coverage was increased with the additional 292 BTS towers installed throughout the Tamilnadu Circle. Though increase in coverage in Tamilnadu Circle, 2G Voice MOU was ruined by 8.25% which was roughly around 80 crores MOU whereas 3G Voice MOU increased by 21.12% but it was meagerly around 14 lakhs MOU.

SSA Wise, SDCA Wise Minutes of Usage is given in the Annexures.

It may be seen out of some SDCAs where the 2G voice was ruined beyond 20% and worst SDCA was Jayamkondam, Trichy SSA where the 2G voice was ruined by 46.89%. Only two SDCA was showing positive growth, viz Rasipuram and Valapady of Salem SSA.

The continuous reduction of Usage will lead to reduction in revenue in future. Considering this as an alarming situation, we request your good office to bestow your kind attention in finding the root cause of the attrition and take appropriate necessary steps to stop 2G voice attrition by proper Infra maintenance, by Zero BTS downtime and by good marketing.

Thanking You,

Yours sincerely,

**Circle Secretary**

**AIGETOA TN Circle**

Note:

Source of Data for MOU was taken from monthly MOU data published by DE BSS Operation CM, Coimbatore

Enclosure:

ANNEXURE I - Tamilnadu Circle 2G Traffic comparative analysis for financial year 2013-14 w.r.t 2012-13.

ANNEXURE II - Tamilnadu Circle 3G Traffic comparative analysis for financial year 2013-14 w.r.t 2012-13.

ANNEXURE III - SDCAWISE 2G Traffic comparative analysis for financial year 2013-14 w.r.t 2012-13.

Copy to:

CHQ President/General Secretary/Joint Secretary (South) for information please.