

A hand is holding a black Nokia mobile phone. The phone's screen displays a blue-themed user interface with several icons: 'Gmail (3)', 'vkontakte', 'Contacts', 'Settings', 'Feedback', 'Help', and 'Sync'. The Nokia logo is visible at the top of the screen. A bright blue banner with white text is overlaid across the middle of the image. In the background, other mobile phones are partially visible, held by other hands.

Mobile telephone service redefines communication

Surprising- a mobile service provider does not offer the same tariff plan in different states.

Only BSNL offers the same plan throughout the country.

The Mobile telephone service has undoubtedly redefined communication! It hasn't stopped with just that!. The English word mobile is a verb which means movement or motion. The average person understands it as a noun which implies his hand held telephone.

Though, we have mobile laundry, mobile court, mobile eateries and so many other mobile services. When we say Mobile, we only relate it to mobile telephone service.

I had learnt in my school that cell is a basic structural and functional unit of life, and the other common meaning being a small closed compartment wherein prisoners are locked.

Today the word cell is again used to denote the mobile phone.

Phrases like **'I received a missed call'**.

Should I call is the modern day idiom??!!?

It is a part of the common vocabulary and it means, 'I saw your number registered on my mobile phone and the line got disconnected before I could respond'.

It would indeed be nice if by some means one can say all things embarrassing and unpleasant,

without the receiver either retorting or shouting at you while you communicate. Mobile Telephone has indeed found a solution with SMS, which allows you to do just that!!!

The mobile phone apart from being useful as a mode of communication has other uses too.

It serves as a wakeup alarm. It is used as a gaming device. Most importantly as a telephone index. These are the universal uses of the Mobile phones.

Mobile telephony offers many additional services. The first generation of telephony offered only Voice. The second generation of services offered voice and data. The third generation offers voice, data and video services. Since the phone is connected to the internet always, there is an explosion on the availability of applications, which often surpasses one's imagination. A person can literally carry out all official and business transactions through his Mobile Phone.

It is also serving as a symbol of vanity and indicative of a person's financial status.

Not just the mobile phone; a series of accessories like the phone cases, the head phones, blue tooth etc. are supposed to be fashion statement. It is considered to reflect the fine taste and the fashion sense of the user. Sometimes these accessories are as



expensive as the mobile phone itself!

There is a scientific debate that the radiation from mobile phone is cooking our brain.

But one thing is certain; it is definitely making us dumber and our memory poorer!

A decade ago each person would remember at least a few dozen telephone number. Today we see a person pausing to recall one's own contact number.

It is impossible to imagine life without a hand held mobile phone! But fifteen years ago we did manage our lives fairly well without this gadget.

Indeed as someone said life was so much better when apples and blackberries were just fruits!

In a nut shell Mobile Phone is an essential evil!!

What is a Mobile Telephony?

Mobile telephony is the provision of telephone services to phones which may move around freely rather than stay fixed in one location. This is also called cellular service or hand phones.

The older version of the telephony used wires to connect the phone to the exchange and through the telephone exchange connected to the other subscribers. Mobile telephony uses wireless to connect the subscribers and to the telephone exchange.

The technology of mobile telephony has improved vastly in the last twenty years and this has made this service very cost effective and affordable.

Consequently the services have grown tremendously. In 2010 there were estimated to be five billion mobile cellular subscriptions in the world. In India, there are 906 million subscribers as on September 2011.

The types of Mobile connections

Pre Paid Connections:

As the name indicates the money for the connectivity is paid ahead of availing the service.

To obtain a Pre-Paid connection, one signs up for the service, the user will have provided with a FRC card or First Re-Charge coupon. This includes the onetime cost of SIM card/number allotment/activation. The other items included under the FRC are the tariff plan applicable, talk time and validity of the SIM card and tariff plan.

Validity of the number and tariff plan is limited, which should be extended periodically through renewal/recharge options provided.

After signing up, the user has two options to add or extend his talk time.

- One is to purchase RC or Re Charge coupons, it includes additional talk time and also increases the validity of the SIM/Number.
- Or get Top-Up coupons. Top-up increases only the talk time without affecting the validity of the SIM. Obviously the Top-up provides more talk time than the RC for the same

price. There are many denominations of the coupons available each a little different from the other. The higher



Post Paid cards:

When a person signs up for a connection, he is provided with a SIM card, the bill is sent periodically for the tariff chosen by the person based on his usage. The bill is usually generated for a fixed period. The usage is detailed in the bill and it is sent to the subscriber.

The payment for the mobile service made after receiving the bill, on or before the stipulated date, similar to a land line connection.

Special Schemes:

In recent times, all operators announce

special schemes. These are called 'booster pack' or 'rate cutter' or some such catchy name.

Once you go for this, it changes your tariff plan to a special plan. Such plans offer very low usage charges (as low as 10p/min) for calls within the network or to 'friends & family' registered within the network, night time calls, etc.

Many low users are aware of this and make use of this by having their friends and family sign up to the network. But such plans have limited validity period and once over, the basic tariff plan is applied. Thus the network has the option to withdraw the plan when they want but use this as a ploy to sign up customers.

Services network and Benefits:

The call charges are lower if the user calls a number within the network. They offer a lower rate for "in-network" calls. This feature is packaged in various forms like "Friends and Family" or "in-net" plan or "Closed User Group" plans. Groups of people or companies will opt for this, since the calls between them will be within the network and the communication among the group will hardly cost anything.

Life time Validity:

Many Service Providers offer lifetime validity these days. The term "lifetime" refers to the life time of the license of the Service Provider. The subscriber

should recharge every quarter or every six months to keep the number active. But this amount is not too large even for a low user.

What should one do if one wants to get mobile phone connectivity?

Simple! Get a hand set and insert a SIM Card.

Though it may seem simple, with the advent of technology and opening up of the services to competition, the prices have become very affordable more and more people are opting for mobile connectivity. With the increase in demand, the manner in which the services are delivered to consumers has undergone a metamorphic change.

With open competition, there is aggressive selling and each operator is claiming newer and better features. The average consumer is a little confused. The comparative testing of Mobile services aims to provide a solution for the same.

Comparative Testing

Comparative Testing is a formal process by which products & services of different vendors are tested for Quality; the services are tested for compliance to the regulations laid out by the regulatory authorities for services.

CONCERT is undertaking to do this Comparative Testing for South India under a grant from Department of Consumer Affairs, Government of

India. In the first year, Concert is testing 7 products and 3 services. One of the services selected for testing is Mobile Services.

As part of the testing, the tester tries to provide consumer education on the various features, proper usage and how-to-buy guides for the product/ service under test.

The major objective of the comparative testing process is to enable the consumer to make informed decision in selecting his service provider.

Telecom Regulatory Authority of India (TRAI) being the regulatory authority for telecommunication services; It lays down regulations and guidelines that are mandatory and various recommendations to improve the service.

Compliance to these regulations and guidelines by the Service Provider is mandatory.

TRAI periodically convenes meetings of all the consumer organizations to disseminate information on their activities.

<http://www.trai.gov.in/ConsumerInterest.asp> - gives the various directives to operators as a measure to protect consumer interests.

In spite of all these efforts by TRAI, if the service of a particular service provider is not to the level of satisfaction of the consumer, the consumer can choose the service provider without changing

the mobile No. which is affordable and convenient.

Our testing aims to guide the consumer about choosing the right Service Provider.

In general 95% of the services used are voice calls and SMS. These were taken up for testing.

Service Providers talk about 3 C-s: Coverage, Clarity and Cost and how they are the best in all three. The quality and the promptness of the service are the other factors in choosing a service provider.

The list of service providers taken up for study in the four southern states: Tamil Nadu, Karnataka, Andhra Pradesh and Kerala are as follows:

Aircel

Airtel

BSNL

IDEA

Reliance

Vodafone

Tata Docomo

Uninor

The Test Methodologies :

Desk Test (DT): This involves the comparison of the vendors from the published information; both from the vendors and from the regulatory bodies.

There are many plans from each Service Providers, sometime more

than 15. Three basic plans from each Service Provider were compared.

Three profiles of users were defined namely - low, medium, heavy based on the usage. A suitable tariff plan for each profile of user was chosen. The charges were computed and compared.

LOW user- one who makes less than 10 calls a day; receives less than 10 calls a day; total airtime or talk time is less than 20 minutes per day and roams less than 2 days in a month; SMS of less than 5 per day, he/she does not use any other special services. **Senior citizens, housewives etc may come under this category.**

Medium user- one who receives and makes less than 30 calls per day; total airtime or talk time is less than 90 minutes; roams around 3 days a month; heavy use of SMS, more than 15 per day;

HEAVY user - one who receives and makes around 30 calls a day; roaming around 10 days a month; talk time around 90 minutes per day; Medium use of SMS, say 10 per day. **Business people, salesmen, big time travellers may belong to this category.**

Thus we compared the tariff plans used by a wide spectrum of people.

The fixed and variable charges for both voice calls and SMS were compared.

All the parameters which determine the charges or the cost of service were included in the table for comparison. They are "pulse duration", pulse rate,

local or STD or ISD calls and Roaming charges. The details of the fixed charges and rental charges are also included so that the user can compute his total cost.



The various rates, charges and requirements are tabulated so that the user can easily compare.

The final output of the Desk Test is tabulated state wise. We have tabulated only the post paid tariff, as the prepaid tariff are too many, widely varied and are constantly changing thus making it impossible to compare.

Our study revealed that a user should choose a plan according to his usage. If a High User, subscribes to a plan suitable for a Low User, he will be paying twice or thrice than he would by choosing a suitable plan.

Survey: It was carried out to assess their perception and experience. Around 7000 consumers distributed in the southern states, in Metro, Urban, semi urban, and rural areas were interviewed. They were asked a series of questions.

Parameters assessed by the Survey

Quality and promptness of Service

Resolution of billing related complaints

Quality of service of the Help desk and Customer Care

Network Performance including Calls Drop and Voice Quality, Reliability, and Availability

Supplementary Services/Value Added Services service provided

Overall Quality of Service Provided and Customer Satisfaction.

Mobile Survey - Groupwise summary score & rating

	Aircel		Airtel		BSNL		Idea
	Score	Rating	Score	Rating	Score	Rating	Score
Service Provision	2.21	Good	2.35	Good	2.31	Good	3.01
Billing Related	1.89	Fair	1.91	Fair	1.86	Fair	2.13
Help Services / Customer care	1.82	Fair	1.92	Fair	2.46	Good	1.72
Network performance, Reliability and availability	2.04	Good	2.14	Good	2.12	Good	2.2
Supplementary Services / Value added services	1.75	Fair	1.89	Fair	1.65	Fair	2.3
Overall Customer satisfaction (survey)	2.27	Good	2.3	Good	2.46	Good	2.59

Scoring Methodology:

The answers were mostly in the form of responses, which were either YES or NO. Each positive response or a Yes was awarded 1 and No -0.

The answers which were perceptions of the subscriber, the scoring was done on a five point scale (Poor, Fair, Good, Very Good, and Excellent – [1–5]).

The Best perception will be given 5 and the worst perception a score of 1. The total scores are indicative of the quality of the service as perceived by the respondents.

Reliance		Tata Docomo		Uninor		Vodafone		
Rating	Score	Rating	Score	Rating	Score	Rating	Score	Rating
V.Good	2.17	Good	2.28	Good	2.52	Good	2.2	Good
Good	1.75	Fair	1.81	Fair	1.91	Fair	1.77	Fair
Fair	1.7	Fair	1.91	Fair	2.21	Good	1.76	Fair
Good	2.09	Good	2.05	Good	2.09	Good	2.03	Good
Good	1.75	Fair	1.65	Fair	2.14	Good	1.83	Fair
Good	2.4	Good	2.41	Good	2.41	Good	2.23	Good

Postpaid plans in Tamilnadu

TN - Service Provider (SP)	Aircel			Vodafone		Airtel		
PLAN NAME	Speak 225 Plan	Speak 149	Simple value 999	Super Talk More 100 @ Lifetimes		Airtel turbo 249	Power talk 400	Freedom 499
A) Fixed Charges	250	250	250	551	551	331	331	331
* Deposits STD / ISD/roaming (in Rs Thousand)	1000	Nil	Nil	Nil	Nil	Nil	Nil	Nil
Monthly Charges (Rental)	225	149	999	0	63 (Annual)	249	400	499
Tariff Plan (Calls from LSA - Local)								
Pulse Duration	Mins	Secs	Secs	Mins	Secs	Mins	Mins	Mins
1) Local : On net / Off net Mobile	30p / 50p	1p	1p	49p / 99p	1p / 1.5p	60p	50p	30p
2) Local : On net / Off net Land Line	1 Re	1p	1p	99p	1.5p	90p	50p	40p
3) National / STD : On net / Off net Mobile	1 Re	1p	1p	1.5 Rs	2p	60p	1 Re	75p
4) National / STD : Land Line	1 Re	1p	1p	1.5 Rs	2p	90p	1 Re	75p
Call Charges when Roaming								
Pulse Duration (minimum Chargeable Duration)	Min / Sec	Mins	Mins	Mins	Mins	Mins	Mins	Mins
1) Incoming - On net / Off net	1p-S / 1 Re	1 Re	1 Re	1Re	1Re	60p	60p	60p
2) Out Going								
* Local On net / Off net	1 Re / 1.5 Rs	1 Re / 1.5 Rs	1 Re / 1.5 Rs	1Re	1Re	80p	80p	80p
* STD On net / Off net	1.5 Rs	1.5 Rs	1 Re	1.5 Rs	1.5 Rs	80p	80p	80p
A) SMS LSA (Rate per message)								
1) Local / National (STD)	1 Re / 2 Re	60p / 1.2 Rs	30p / 60p	20p / 30p	20p / 30p	50p / 60p	1Re / 1.5 Rs	30p / 75p
B) SMS while Roaming (incoming is free)	3.45	3.45	3.45			60p	60p	60p
Special Offers (free for the plan)	Mins	Secs	Secs	Mins	Secs	Mins	Mins	Mins
Free calls (ALL) Local STD Onnet	Nil 600 Nil Included	6000	3600	Nil 100 Nil	Nil 3000 Nil	Nil 149 Nil	Nil 800 Nil	Nil 200 100 800
Free SMS (Local + National) Local	3000	200	3000	Not	Not	Nil 200	Nil 800	Nil 100
Other Specials	Free Data (GPRS)Usage*, Dialer Tune Subscription & Shuffle** * topping for STD Calls @ Re. 1.00/min Rs. 31/- & * topping for free Local & national sms 5000 National sms/Month @ Rs. 50			*Clip Rs. 25			Nil	Nil
Monthly charges for user with the following usage profiles.								
Low User (L)	255	287	1029	228.2	320	343.6	416	554
Medium User (M)	660	1103	1089	1328.1	1329	1131.6	943	979
Heavy User (H)	1230	1661	1269	2190.3	2121	1620.6	1279	1264

* Toppings are usage blocks for SMS, local, STD and roaming. Each subscriber can choose the toppings to suit his needs.
On net -- within the same network (i.e. BSNL to BSNL) off net -- outside the network (i.e. BSNL to Airtel)

BSNL			Idea			Reliance			Tata Docomo		
Plan-99	Plan-325	Plan-725	Smart 100	Per Sec 200	Per Sec 300	RG Simple 99 New	RG Simple PPS1	RG ARP 499Ind	Diet 199	Diet 299	Diet 499
100	100	100	300	300	300	Nil	Nil	Nil	300	300	300
500 2000 5000	500 2000 5000	500 2000 5000	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil
99	225	725	100	200	300	99	199	499	199	299	499
Mins	Secs	Mins	Secs	Secs	Secs	Mins	Sec / Min	Mins	Secs	Secs	Secs
49p	1p	30p / 40 p	1p	1p-2S / 1p	1p/2S	50p	1p	50p	1p	1p	1p-2S / 2p-2S
49p	1p	40p	1p	1p	1p/2S	50p	1p	50p	1p	1p	1p
49p	1p	50p	1p	1p	1p/2S	50p	1p	1.5 Rs	1p	1p	1p
49p	1p	50p	1p	1p	1p/2S	50p	1p	1.5 Rs	1p	1p	1p
Mins	Sec	Sec	Mins	Mins	Mins	Mins	Sec / Min	Mins	Sec / Mins	Sec / Mins	Sec / Mins
1 Re	1p	50p	1Re	1Re	1Re	1Re	1Re	1Re	1p / 1 Re	1p / 1 Re	1p / 1 Re
1Re	1p	50p	1Re	1Re	1Re	1Re	2p/S	1Re	1p / 1 Re	1p / 1 Re	1p / 1 Re
1Re	1p	50p	1.5 Rs	1.5 Rs	1.5 Rs	1.5 Rs	2p/S	1.5 Rs	1p	1p	1p
49p	40p /60p	30p / 40 p	60p	25p /50p	10p /50p	50p	50p	1Re	60p /1.2 Rs	60p /1.2 Rs	60p /1.2 Rs
1Re	80p	80p	1.50/3.45	1.50/3.45	1.50/3.45	Rs. 3.45	Rs. 3.45	Rs.3.45	1.5/3.45	1.5/3.45	1.5/3.45
Mins	Secs	Mins	Secs	Secs	Secs		Rupees	Rupees	Mins	Mins	Mins
Nil 75 75 Included	Nil 9000 3000	Nil All 1500	Nil 27000 6000 Included	Nil 27000 Nil Included	Nil 27000 6000 Included	Nil	Rs. 150	Nil Rs 50 Nil	Nil 200 150 Included	Nil 200 150 Included	Nil 200 150 Included
100	150	500	Nil 150	Nil 150	Nil 150	Rs. 99	Nil	Rs 99	Nil 500	Nil 500	Nil 500
Nil	50%	Free	*Bills Discount Of Rs. 100	*Bills Discount Of Rs. 100	*Bills Discount Of Rs. 100			*Clip Rs. 25	*Any 2 toppings 100 MB (Data)	*Any 4 toppings (100 MB Data)	*Any 7 toppings 100 MB (Data)
329.7	465	892	20	120	220	334	316	730	267	319	519
1011.6	1215	1406	744	739	542	1029	1120	1575	913	773	613
1440.3	1695	1733	1242	1289.5	881	1464	1657	1935	1501	1361	1201

Postpaid plans in Andhra Pradesh

AP - Service Provider (SP) >>>	Aircel			Airtel			BSNL		
PLAN NAME	Simple value 499	Simple value 799	Simple value 1999	Airtel Advant age 199	Airtel Freed om 349 Plan	Airtel freedom 549	Plan-99	Plan-225	Plan-725
A) Fixed Charges	Nil	Nil	Nil	500**	500	Nil	100	100	100
* Deposits STD / ISD/roaming (in Rs Thousand)	1k /1.5K/3K	1k /1.5K/3K	1k /1.5K/3K	Nil	Nil	Nil	0.5K /2K/5K	0.5K /2K/5K	0.5K /2K/5K
Monthly Charges (Rental)	499	799	1999	199	349	549	99	225	725
Tariff Plan (Calls from LSA - Local)									
Pulse Duration	Secs	Secs	Secs	Mins	Mins	Mins	Mins	Secs	Mins
1) Local : On net / Off net Mobile	1p	1p	1p	50p/60p	40p	30P	49p	1p	30p /40p
2) Local : On net / Off net Land Line	1p	1p	1p	60P	40p	40p	49p	1p	40p
3) National/STD : On net / Off net Mobile	1p	1p	1p	50p /60p	1Re	75p	49p	1p	50p
4) National/STD : Land Line	1p	1p	1p	60P	1Re	75p	49p	1p	50p
Call Charges when Roaming									
Pulse Duration (minimum Chargeable Duration)	Secs/ Mins	Secs/ Mins	Secs/ Mins	Mins	Mins	Mins	Mins	Secs	Secs
1) Incoming - On net / Off net	1p / 1Re	1p / 1Re	1p / 1Re	1 Re	1 Re	1 Re	1Re	1p	50p
2) Out Going									
* Local On net / Off net	1Re/ 1.5 Rs	1Re/ 1.5 Rs	1Re/ 1.5 Rs	1 Re	1 Re	1 Re	1Re	1p	50p
* STD On net / Off net	1.5 Rs	1.5 Rs	1.5 Rs	1.5 Rs	1.5 Rs	75p	1Re	1p	50p
A) SMS LSA (Rate per message)									
1) Local / National (STD)	30p/60p	30p/60p	30p/60p	50p/60p	40p/1Re	50p/1.5 Rs	49p	40p 60p	30p 40p
B) SMS While Roaming (incoming is free)	3-45 Rs	3-45	3-45	60p	60p	60p	1Re	80p	80p
Special Offers (free for the plan)	Mins			Mins			Mins	Secs	Mins
Free calls (ALL) Local STD Onnet	1400	2200	10000	Nil 149	Nil	Nil 200 100 800	Nil 75 75 All	Nil 9000 3000 All	Nil All 1500 All
Free SMS (Local + National) Local	2500	2500	10000	Nil 150	Nil	Nil 100	100	150	500
Other Specials	Free Data (GPRS)Usage*, Dialer Tune Subscription & Shuffle**, * Upto 2 GB/month. Beyond this 10p/10KB, ** Free			** Fixed charges				50 % night time	Free Night Time
Monthly charges for user with the following usage profiles.									
Low User (L)	529	829	1029	297.60	541	618	329.7	465	892
Medium User (M)	589	889	1089	1093.60	1105	1111	1011.6	1215	1406
Heavy User (H)	769	1069	1269	1606.60	1477	1390	1440.3	1695	1733

* Toppings are usage blocks for SMS, local, STD and roaming. Each subscriber can choose the toppings to suit his needs.

On net -- within the same network (i.e. BSNL to BSNL)

Off net -- outside the network (i.e. BSNL to Airtel)

Idea			Reliance			Tata Docomo			Vodafone		
New Plan 249	Idea Champion 199 plan	Idea 349 Magic	RG Simple 99New	RG Simple PS199N	RG Platinum 225	Roam Free 299	Roam Free 499	Roam Free 799	New Talk Roam 299	Full Value 399 Mast-STD@Rs1.5	High Value 995
500*	500*	500*	Nil	Nil	Nil	300	300	300	Nil	Nil	Nil
Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil
249	199	349	99	199	225	299	499	799	299	399	995
Mins	Mins	Mins	Mins	Secs	Mins	Secs	Secs	Secs	Mins	Mins	Mins
40p	30p / 40p	30P / 40p	50p	1p	30p	1p	1p	1p	50p	50p	1 Re
1 Re	50p	1Re	50p	1p	80p	1p	1p	1p	50p	50p / 99p	1 Re
1 Re	50p	75P / 1Re	50p	1p	1.25 Rs	1p	1p	1p	1 Re	1.5 Rs	1 Re
1 Re	50p	1Re	50p	1p	1.25 Rs	1p	1p	1p	1 Re	1.5 Rs	1 Re
Mins	Mins	Mins	Mins	Secs	Mins	Secs / Mins	Secs / Mins	Secs / Mins	Mins	Mins	Mins
1 Re	1 Re	1 Re	1 Re	2p	1 Re	Free / 1 Re	Free / 1 Re	Free / 1 Re	1 Re	1 Re	1 Re
1 Re	1 Re	1 Re	1 Re	2p	1 Re	1 Re / 1p-S	1 Re / 1p-S	1 Re / 1p-S	1 Re	1 Re	1 Re
1.5 Rs	1.5 Rs	1.5 Rs	1.5 Rs	2p	1.5 Rs	1.50Rs / 1p-S	1.50 Rs / 1p-S	1.50 Rs / 1p-S	1.5 Rs	1.5 Rs	1.5 Rs
50p	30p/50p	50P	50P	50P	30p	60p/1.2 Rs	60p/1.2 Rs	60p/1.2 Rs	1 Re/1.5 Rs	1 Re/1.5 Rs	1 Re/1.5 Rs
1.5 / 3.45	1.5 / 3.45	1.5 / 3.45	50P	50P	1.5 Rs	1.5/3.45	1.5/3.45	1.5/3.45	3.45	3.45	3.45
Mins	Mins	Mins		Rupees	Rupees	Mins	Mins	Mins	Mins	Mins	
Nil 600 Nil included	Nil 400 Nil Incldd	Nil 1000 Nil Incldd	Nil	Rs.150	Nil 100 Nil Incldd	Nil 200 150 Incldd	Nil 200 150 Incldd	Nil 200 150 Incldd	Nil 200 Nil Incldd	Nil 800 Nil Incldd	Nil 4000 2000 Rs 500 for on net roaming
200	400	200	Nil	Nil	Rs 100	Nil 500	Nil 500	Nil 500	Nil	Nil	Nil
* Refundable						4 Topping to choose from	7 Topping to choose from	12 Topping to choose from			
269	219	369	334	316	245	311	519	819	509	569	1165
685	630	650	1029	1120	607	749	613	859	1354	1154	1505
1057	1047	1007	1464	1657	916	1181	1201	979	1714	1514	1475

Postpaid plans in Kerala

Kerala - Service Provider (SP)	Aircel				Airtel		BSNL		
PLAN NAME	Free dom 299	Gold 499	Diamond 799	Airtel Advantage 199	Airtel Magic Plan 349	Kerala Special 99	Plan - 99	Plan - 225	Plan - 725
A) Fixed Charges	Nil	Nil	Nil	300	300	300	100	100	100
* Deposits STD / ISD/roaming (in Rs Thousand)	0,3K 1,5K 3K	0,3K 1,5K 3K	0,3K 1,5K 3K	Nil	Nil	Nil	0,5K 2K 5K	0,5K 2K 5K	0,5K 2K 5K
Monthly Charges (Rental)	Rs. 299	Rs. 499	Rs. 799	199	Rs. 349	99	99	225	725
Tariff Plan (Calls from LSA - Local)									
Pulse Duration	Secs	Secs	Secs	Mins	Mins	Mins	Minutes	Secs	Mins
1) Local : On net / Off net Mobile	1p	1p/ 2sec	1p/ 2sec	50p	30p / 40p	50p	49p	1p	30p / 40p
2) Local : On net / Off net Land Line	1p	1p	1p	90p	65p	50p	49p	1p	40p
3) National/STD : On net / Off net Mobile	1p	1p	1p	60p	1Re	50p	49p	1p	50p
Call Charges when Roaming									
Pulse Duration (minimum Chargeable)	Mins	Mins	Mins	Mins	Mins	Mins	Mins	Secs	Secs
1) Incoming - On net Off net	1P/sec	1P/sec	1P/sec	1 Re	1 Re	1 Re	1Re	1p	50p
2) Out Going									
* Local On net Off net	1Re/ 1.5 Rs	1Re/ 1.5 Rs	1Re/ 1.5 Rs	1 Re	1 Re	1 Re	1Re	1p	50p
* STD On net Off net	1.5 Rs	1.5 Rs	1.5 Rs	1.5 Rs	1.5 Rs	1.5 Rs	1Re	1p	50p
A) SMS while in local area (Rate per message)									
i) Local On net / Off net	60p	60p	60p	50p	30p	50p	49p	40p	30p
ii) National / STD On net / Off net	1.2 Rs	1.2 Rs	1.2 Rs	60p	50p	50p	49p	60p	40p
B) SMS While Roaming									
1) Outgoing - on net off net	Rs 1.50 Rs 3.45	Rs 1.50 Rs 3.45	Rs 1.50 Rs 3.45	60p	60p	60p	1Re	80p	80p
Special Offers / free for the plan)		Minutes		Minutes	Minutes	Minutes	Minutes	Secs	
Free calls (ALL) Local STD Onnet	Nil 150 Nil includ	Nil 1250 Nil includ	Nil 2250 Nil includ	Nil 149 Nil includ	Nil 800 Nil includ	Nil 100 Nil includ	Nil 75 75 includ	Nil 9000 3000 includ	Nil All 1500 includ
Free SMS (Local + National) Local	Nil 500	nil 500	nil 500	nil 150	Nil 200 50 std	Nil 100	100	150	500
Other Specials								50%	Free
Monthly charges for user with the following usage profiles.									
Low User (L)	329	529	829	297.6	369	284	329.7	465	892
Medium User (M)	863	601	889	1093.6	680	979	1011.6	1215	1406
Heavy User (H)	1511	1015	1069	1606.6	1067	1414	1440.3	1695	1733

* Toppings are usage blocks for SMS, local, STD and roaming. Each subscriber can choose the toppings to suit his needs.
On net -- within the same network (i.e. BSNL to BSNL) Off net -- outside the network (i.e. BSNL to Airtel)

Idea			Reliance				Tata Docomo			Vodafone		
Popular Plan	Houseful Plan	High Talk 500	RG Simple 99New		RG Simple PS199N	RG Simple FV399	Diet 199	Diet 499	Diet 1099	VF 149 Plan	VF 249 Plan	Consumer 499
100	100	100	Nil	Nil	Nil	Nil	300	300	300	Nil	Nil	Nil
Rs 250	Rs 250	Rs 250	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil
Rs. 149	Rs. 249	Rs.500	Rs. 99		Rs. 199	Rs. 399	Rs. 199	Rs. 499	Rs. 1099	Rs. 149	Rs. 249	Rs. 499
Secs	Mins	Mins	Mins	Mins	Secs	Mins	Secs	Secs	Secs	Secs	Secs	Mins
1p	30p / 40p	30p / 50p	50p		1p	50p	1p	1p(2S) / 2p(2S)	1p(2S)	1p / 1.2p	1p / 1.2p	30p
1p	50p	50p	50p		1p	50p	1p	2p(2S)	1p(2S)	1.2p	1.2p	50p
1p	50p	50p	50p		1p	50p	1p	1p	1p	1p / 1.2p	1p / 1.2p	50p
Mins	Mins	Mins	Mins	Secs	Secs	Mins	Secs/ Mins	Secs/ Mins	Secs/ Mins	Mins	Mins	Mins
1 Re	1 Re	1 Re	1 Re	1 Re	2p	50p	1p / 1Re	1p / 1Re	1p / 1Re	1 Re	1 Re	1 Re
1 Re	1 Re	1 Re	1 Re	1 Re	2p	50p	1p / 1Re	1p / 1Re	1p / 1Re	1 Re	1 Re	1 Re
1.5 Rs	1.5 Rs	1.5 Rs	1.5 Rs	1.5 Rs/ Min	2p	50p	1p / 1.5Rs	1p / 1.5Rs	1p / 1.5Rs	1.5Rs	1.5Rs	1.5Rs
50p	20p	50p	50p		50p	50p	60p	60p	60p	1 Re	1 Re	1 Re
50p	20p	50p	50p		50p	50p	1.20 Rs	1.20 Rs	1.20 Rs	1.5 Rs	1.5 Rs	1.5 Rs
Rs 1.50 Rs 3.45	Rs 1.50 Rs 3.45	Rs 1.50 Rs 3.45	NA		NA	NA	Rs 1.5 3.45	Rs1.5 3.45	Rs1.5 3.45	Rs 1.50 Rs 3.45	Rs 1.50 Rs 3.45	Rs 1.50 Rs 3.45
Minute	Minutes	Rupees	Rupees		Rupees	Rupees	Minutes	Minutes	Minutes	Secs	Secs	Rupees
Nil 18000 Nil incld	400	RS 600	0		RS 150	Rs 399	Nil 200 150 incld	Nil 200 150 incld	Nil 150000 72000 incld	Nil 15000 Nil incld	Nil 27000 Nil incld	Rs 600
300	400	Nil	0		Nil	Rs 399	Nil 500	Nil 500	Nil 500	Nil	Nil 200	150
							*Any 2 topping	*Any 7 topping				
157	269	595	334	0	316	409	267	519	1119	340.6	269	519
878	675	830	1029	0	1120	675	913	613	1159	1407.8	1163.8	859
1391	1097	1265	1464	0	1657	1125	1501	1201	1279	1939.4	1695.4	1000

Postpaid plans in Karnataka

KA - Service Provider (SP)	Aircel			Airtel			BSNL		
PLAN NAME	Simple Value Plan 499	Simple Value Plan 799	Simple value 999	Airtel Advantage 199	Airtel Turbo 249	Airtel 499 Super Value Plan	Plan - 99	Plan - 225	Plan - 725
A) Fixed Charges	Nil	Nil	Nil	199	199/249	199/499	100	100	100
* Deposits STD / ISD/roaming (in Rs Thousand)	1k 1.5K 3K	1k 1.5K 3K	1k 1.5K 3K	Rs 300	Rs 300	Rs 300	0.5K 2K 5K	0.5K 2K 5K	0.5K 2K 5K
Monthly Charges (Rental)	499	799	999	199	249	499	99	225	725
Tariff Plan (Calls from LSA - Local)									
Pulse Duration	Secs	Secs	Secs	Mins	Mins	Mins	Mins	Secs	Mins
1) Local :On net Off net Mobile	1p/sec	1p/sec	1p/sec	50p / 60p	50p / 60p	30p / 40 p	49p	1p	30p / 40p
2) Local : On net / Off net Land Line	1p/sec	1p/sec	1p/sec	60p	60p	1 Re	49p	1p	40p
3) National/STD : On net Off net Mobile	1p/sec	1p/sec	1p/sec	50p / 60p	50p / 60p	1 Re	49p	1p	50p
Call Charges when Roaming									
Pulse Duration	Mins	Mins	Mins	Mins	Mins	Mins	Mins	Secs	Mins
1) Incoming - On net Off net	1Re	1Re	1Re	1Re	60p	1 Re	1Re	1p	50p
2) Out Going * Local On net Off net	1 Re / 1.5 Rs	1 Re / 1.5 Rs	1 Re / 1.5 Rs	1 Re	60p	1 Re	1Re	1p	50p
* STD On Net Off net	1 Re / 1.5 Rs	1 Re / 1.5 Rs	1 Re / 1.5 Rs	1.5 Rs	80p	1 Re	1Re	1p	50p
A)SMS while in local area (Rate per Sms)									
1) Local On net Off net	30p	30p	30p	50p	50p	50p	49p	40p	30p
2) National / STD On net / Off net	60p	60p	60p	60p	60p	1 Re	49p	60p	40p
B) SMS While Roaming									
1) Outgoing on net off net	3.45 Rs	3.45 Rs	3.45 Rs	1.5 Rs	1.5 Rs	1.5 Rs	1Re	80p	80p
Special Offers (free for the plan)	Mins	Mins	Mins	Mins	Mins	Mins	Mins	Secs	Mins
Free calls (ALL) Local STD Onnet	1400	2200	3600	Nil 149 Nil Included	Nil 149 Nil Incld	Nil 1000 Nil Incld	Nil 75 75 Incld	Nil 9000 3000 Incld	Nil All 1500 Incld
Free SMS (Local + National) Local	2500	2500	3000	Nil 150	Nil 150	Nil 200	100	150	500
Other Specials							* Free calls are allowed in own network		
Monthly charges for user with the following usage profiles.									
Low User (L)	529	829	1029	297.6	339.6	519	329.7	465	892
Medium User (M)	589	889	1089	1093.6	1119.6	800	1011.6	1215	1406
Heavy User (H)	1171	1069	1269	1606.6	1584.6	1157	1440.3	1695	1733

* Toppings are usage blocks for SMS, local, STD and roaming. Each subscriber can choose the toppings to suit his needs.
On net -- within the same network (i.e. BSNL to BSNL)
Off net -- outside the network (i.e. BSNL to Airtel)

Idea			Reliance			Tata Docomo			Vodafone		
Full Value Plan on Per Minute Billing	Retail New 299 Plan	Retail New 349 Plan	RG Simple 99New	RG Simple PS199N	RG Simple FV399	Diet 199	Diet 499	Diet 1099	Consu -mer Classic 149	Consu -mer Classic 249	399 High value
Nil	Nil	Nil	Nil	Nil	Nil	300	300	300	Nil	Nil	Nil
Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil
199	299	349	99	199	399	199	499	1099	149	249	399
Mins	Mins	Mins	Mins	Secs	Mins	Secs	Secs	Secs	Mins	Mins	Mins
30p	20p 30p	20p 30p	50p	1p	50p	1p	1p/2S	1p/2sec	50p	50p	30p / 40p
50p	40p	40p	50p	1p	50p	1p	1p/2S	1p/2S	50p	50p	50p
50p	40p	40p	50p	1p	50p	1p	1p	1p/sec	75p	50p	50p
Mins	Mins	Mins	Mins	Secs	Mins	Secs	Secs	Secs	Mins	Mins	Mins
1Re	1 Re	1 Re	1 Re	2p	50p/ 1Re	1Re /1Re(M)	1Re /1Re(M)	1Re /1Re(M)	1Re	1Re	1Re
1Re	1 Re	1 Re	1 Re	2p	50p	1Re /1Re(M)	1Re /1Re(M)	1Re /1Re(M)	1Re	1Re	1Re
1.5Rs	1.5 Rs	1.5 Rs	1.5 Rs	2p	50p	1Re 1p 1.50Rs (M)	1Re 1p 1.50Rs (M)	1Re 1p 1.50Rs (M)	1.5 Rs	1.5 Rs	1.5 Rs
10p / 30p	30p	30p	50P	50p	50P	60p	60p	o* till the limit of 5000	50p	50p	50p
30p	50p	50p	50P	50p	50P	1.20 Rs	1.20 Rs	1.20 Rs	50p	50p	50p
1.5 / 3.45 Rs	1.5 / 3.45 Rs	1.5 / 3.45 Rs	3.45 Rs	NA	3.45 Rs	1.5/ 3.45 Rs	1.5/ 3.45 Rs	1.5/ 3.45 Rs	3.45 Rs	3.45 Rs	3.45 Rs
Rupees	Rupees	Mins		Rupees	Rupees	Mins	Mins	Mins	Mins	Mins	Mins
Rs 199	Rs 700	Nil 1000 Nil Incld	Nil	Rs 150	Rs 399	Nil 200 150 Incld	Nil 200 150 Incld	Nil 150000 72000 Incld	150	400	Nil 1000 Nil Incld
Nil	Nil	Nil	Nil	Nil	Rs 399	Nil 500	Nil 500	Nil 5000	Nil	Nil	Nil
						Any 2 topping	Any 7 topping				
264	364	369	334	316	409	267	519	1119	309	344	494
582	671	631	1029	1120	675	913	613	1159	1004	979	800
891	980	940	1464	1657	1125	1501	1201	1279	1439	1414	1157

Mobile Services User Profiles - Post Paid Services

LOW USER		Number of days	
Local Calls made per day	10	Total talktime per month (min)	600
Local Calls Received per day	10		
Talktime /day (min)	20	Local calls made per month(min)	300
Roaming / month (days)	2	Roaming per month (min)	20
SMS Sent / Day (per sms)	5	Local minutes per month	280
SMS Received / Day (per sms)	5	SMS Sent per month	150

MEDIUM USER		Number of days	
Local Calls made per day	20	Total talktime per month (min)	2700
Local Calls Received per day	20		
Talktime /day (min)	90	Local calls made per month(min)	1350
Roaming / month (days)	3	Roaming per month (min)	60
SMS Sent / Day (per sms)	15	Local minutes per month	1290
SMS Received / Day (per sms)	15	SMS Sent per month	450

HIGH USER		Number of days	
Local Calls made per day	30	Total talktime per month (min)	4500
Local Calls Received per day	30		
Talktime /day (min)	150	Local calls made per month(min)	2250
Roaming / month (days)	6	Roaming per month (min)	180
SMS Sent / Day (per sms)	10	Local minutes per month	2070
SMS Received / Day (per sms)	10	SMS Sent per month	300

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