

PRESS RELEASE

BSNL Unveils New Logo and Launches Seven Groundbreaking Services, Strengthening Its Commitment to Secure, Affordable, and Reliable Connectivity



[New Delhi, 22nd October 2024] – Bharat Sanchar Nigam Limited (BSNL), has proudly unveiled its new logo, which represents its renewed focus on delivering **secure, affordable, and reliable** connectivity to every corner of Bharat. The logo was launched by Hon. Union Minister of Communications & Development of NE Region Sri Jyotiraditya M Scindia in presence of Hon. MOS for Communications & Rural Development Dr Pemmasani Chandra Sekhar. The launch ceremony was held at Bharat Sanchar Bhavan and was attended by Secretary Telecom, CMD BSNL & senior Officers from DoT, BSNL, CDoT, ITI & TCIL.

Alongside the new logo, BSNL has announced **seven pioneering initiatives**, aimed at revolutionizing how India connects, communicates, and enhances its digital security.

New Logo – Vibrancy, Trust, and Nationwide Reach

BSNL's new logo symbolizes strength, trust, and accessibility. The green and white arrows surrounding India emphasize the company's expansive nationwide reach, while the vibrant orange backdrop signifies warmth and inclusivity. The bold tagline '*Connecting Bharat*' highlights BSNL's unwavering mission to bridge the digital divide by offering a modern, reliable telecom network that connects both urban and rural India.

Seven New Initiatives Built on Three Key Pillars

Security:

1. Spam! Free Network

BSNL's spam-blocking solution automatically filtering out phishing attempts and malicious SMS and creates a safer communication environment for user without the

need to issue alerts to customers, ensuring seamless and secure communication for all users.

Affordability:

2. BSNL National Wi-Fi Roaming

BSNL is launching a first-of-its-kind seamless **Wi-Fi roaming service** for its **FTTH customers**, enabling high-speed internet access at BSNL hotspots at no extra charge, thus minimizing data costs for users.

3. BSNL IFTV

A first for India, BSNL's fiber-based intranet TV service offers 500+ live channels and Pay TV through its FTTH network. This service will be accessible for all BSNL FTTH subscribers without additional charges. The data used for the TV viewing will not be consuming the FTTH Data pack.

4. Any Time SIM (ATS) Kiosks

A first of its kind- Automated SIM kiosks allow users to purchase, upgrade, port or replace SIMs on 24/7 basis, leveraging UPI/QR-enabled payments with seamless KYC integration and multi-lingual access.

Reliability:

5. Direct-to-Device Service

India's first **Direct-to-Device (D2D)** connectivity solution converges satellite and terrestrial mobile networks to deliver seamless, reliable connectivity. This groundbreaking technology is particularly useful in emergency situations and isolated regions, and can enable **UPI payments** in such areas.

6. 'Public Protection & Disaster Relief' – as a solution

BSNL's scalable, secure network for disaster response is India's first guaranteed encrypted communication for government and relief agencies during crises, enhancing national disaster management capabilities. The robust network design guarantees uninterrupted connectivity and also uses innovative drone-based and balloon-based systems to extend coverage during disasters.

7. First Private 5G in Mines

BSNL introduces reliable, low-latency, 5G connectivity for mining operations in partnership with C-DAC, leveraging Made-in-India equipment and BSNL's technological expertise. This service enables advanced AI and IoT applications, in underground mines and large opencast mine which require high speed low latency connectivity, such as safety analytics, real-time remote control of AGVs, AR enabled remote maintenance, fleet tracking & optimization, etc.

These launches signal BSNL's continuing commitment in transforming India's telecom landscape, ensuring that secure, affordable and reliable connectivity remains accessible to all.