Business Standard

BSNL to introduce locally developed e-mail service

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State-run telecom major BSNL is all set to introduce a locally developed and designed e-mail service.

Developed by Jaipur-based IT company Data Infosys, BSNL XGen personal and enterprise e-mail service will be initially free for the company's broadband customers across the country and paid for other.

BSNL will be competing with other e-mail service providers in the country through this offering which is going to be introduced on Saturday," BSNL Director N K Gupta told PTI.

The service offers numerous facilities which are not available from other service providers at present, said Ajay Data, CEO, Data Infosys.

"One of its most powerful features is Rights Management, which empowers the sender to control actions of deleting, forwarding, replying and printing of the e-mail by the recipient," Data said.

The user can also send SMS and emails in advance to people to whom it will be delivered at the desired time only.

In the meantime, the messages will be stored on servers.

Its virtual storage facility will allow files up to one GB to be attached/sent and the user can transmit 5,000 emails per day.

While its OTP (One Time Password) feature allows the user not to remember the

password every time he logs, Dual Authentication makes the service most secured for the user, he said.

"This project has made us the country's largest email service provider," Data said, adding that the messaging services will be powered by XgenPlus Messaging Platform.

Almost 75 lakh customers of BSNL broadband will be provided the service free soon after its launch on Saturday and the company targets to associate an additional 25 lakh people by the end of this fiscal, he added.