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BSNL prepares to offer free voice calling, plans cheaper than Reliance Jio

BSNL is all set to offer free voice calling and plans cheaper than the new entrant Reliance Jio's Rs 149 entry plan in India.

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NEW DELHI: BSNL is all set to offer free voice calling and plans cheaper than the new entrant Reliance Jio's Rs 149 entry plan in India. Unlike Jio's offer, the state-run telco's offer will be

available for 2G and 3G users.

The zero-voice-tariff plans will be launched in January.

The move will set the stage for a price war in the country's telecom market, which is already seeing private telcos offering more data benefits to customers.

"We are closely observing the market as well as Jio's performance. We will also come up with lifetime free-voice plans from the new year as part of fresh offerings," BSNL

[ET](#) chairman and managing director Anupam Shrivastava told Times of India.

He said that BSNL plans to be even lower than the Jio plan, and this could be by Rs 2-4.

The new plans will be offered to BSNL's mobile customers who also have a broadband connection at home. Under this plan, home broadband will be used to route outgoing mobile calls through the landline network.

We estimate that a large amount of time is spent at home, and so here we can ride on our wire-line operations," Shrivastava said.

The state-run telco has a strong market penetration and significant share in many key markets such as Kerala, Himachal Pradesh, Haryana, Odisha, Punjab and UP . It doesn't have operations Mumbai and Delhi, where services are provided by MTNL..

Things to know about RJio's voice and data offer

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Reliance Jio is offering 4G LTE smartphones starting from Rs 2,999 and Jio-Fi for Rs 1,999 that enables all Indians to migrate to Jio's Data Strong network.

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