

BSNL introduces new "ananth" plans



Not remaining behind in the telecom trend of offering everything ananth (unlimited), state-owned BSNL has introduced new unlimited voice only plans called 'BSNL Ananth plus' and 'BSNL Ananth' - but there's a catch to it.

These new prepaid plans for unlimited calling, i.e. BSNL Ananth and Ananth Plus are only available in Andhra Pradesh and Telangana. For those who want to get ananth amount of calling margins, the cost of Ananth is Rs 105 with a 26 days unlimited voice calling validity; whereas the validity of BSNL Ananth plus is 90 days and both plans offers unlimited calling for that course of time, covering local as well as STD calls and roaming. Both of these being mainly call specific plans, those users seeking extra data are also offered another plan with a 'Bumper' offer.

This service commences on 16th of September offering free 2.2 GB data per day to the subscribers already having the prepaid services at the cost of Rs 186, Rs 429, Rs 485, Rs 666, and Rs 999. These bumper plans can also be availed by already existing BSNL users by paying Rs 187, Rs 333, Rs 349, Rs 444, and Rs 448 respectively. Other than Andhra Pradesh and Telangana states, a similar plan is offered by BSNL at a price of Rs 319. Along with this BSNL had also introduced a Data tsunami plan worth Rs 98 getting a 1.5 GB of data every day for 26 days.

With BSNL introducing newer plans, the competition for other telecom companies in the telecom market has increased for sure. However, big players like Airtel and Vodafone Idea are still on the mission to compete the humongous Jio market that has turned the Indian telecom market upside down - so much that even BSNL has to join the race and save its customers from choosing other options, if not add new.