

**Last Date of Submission of Bid  
By 03.00 PM on 5th September, 2012**

**TELECOM REGULATORY AUTHORITY OF INDIA**

**Mahanagar Doorsanchar Bhavan,  
Jawaharlal Nehru Marg (Old Minto Road),  
New Delhi – 110 002**

**TENDER DOCUMENT FOR SURVEY**

**Assessment of (i) Implementation and Effectiveness of various regulations, directions and orders issued by TRAI in the interest of consumers and (ii) Customer perception of telecom service through surveys**

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# **TENDER DOCUMENT FOR SURVEY**

## **Invitation of Bids for assessment of (i) implementation and effectiveness of various regulations, directions and orders issued by TRAI in the interest of consumers and (ii) Customer Perception of Telecom Service through Surveys**

### **Notice Inviting Tender**

1. Telecom Regulatory Authority of India ( hereinafter referred to as TRAI), Mahanagar Doorsanchar Bhavan, Jawaharlal Nehru Marg (Old Minto Road), New Delhi – 110 002 invites sealed tender from companies, firms, market research organisations and Non-Government Organisations registered under the Societies Registration Act, 1860 or Companies Act, 1956 or any other law for the time being in force (hereinafter referred to as survey agency), which satisfy the following eligibility conditions for conducting survey (i)to assess the implementation and effectiveness of the various regulations, directions and orders issued by TRAI in the interest of consumers and (ii) to assess the customer perception of the service, in terms of the benchmarks specified in the “The Standards of Quality of Service of Basic Telephone Service (Wireline) and Cellular Mobile Telephone Service Regulations, 2009 (7 of 2009) dated 20<sup>th</sup> March, 2009 and the Quality of Service of Broadband Service Regulations, 2006 (11 of 2006) dated 6<sup>th</sup> October, 2006 on zonal basis (East zone, West Zone, North Zone and South Zone) namely:-

- (i) the survey agency should have a turnover of not less than rupees one crore during the financial year 2011-12 and should have a minimum cumulative turnover of rupees three crores in the last three consecutive financial years;
- (ii) the survey agency should have experience of at least two years in conducting similar surveys and should have sufficient staff and infrastructure to carry out the survey as per the Terms of Reference;
- (iii) the Non-Government Organisations are exempted from minimum turnover criteria at (i) above. However these organisations have to submit the required Earnest Money Deposit as per the tender conditions.

2. (i) The Zones shall comprise of the following Telecom Circle/Metro Service Areas:

**North Zone:** Delhi, Jammu & Kashmir, Himachal Pradesh, Punjab, Haryana, Rajasthan, Uttar Pradesh-East and Uttar Pradesh-West (including Uttarakhand). For the cellular mobile telephone service the service area of Delhi includes Ghaziabad, Faridabad, Noida and Gurgaon.

**South Zone:** Chennai, Andhra Pradesh, Karnataka, Tamilnadu (excluding Chennai) and Kerala.

**West Zone:** Mumbai, Maharashtra (including Goa and excluding Mumbai), Gujarat and Madhya Pradesh (including Chhattisgarh).

**East Zone:** Kolkata, West Bengal (including Andaman & Nicobar, Sikkim and excluding Kolkata), Bihar (including Jharkhand), Orissa, Assam and North East which includes Arunachal Pradesh, Meghalaya, Mizorum, Nagaland, Manipur and Tripura.

(ii) Details of the areas covered under each Telecom Circle/ Metro Service Area are given in the tender document:

3. A copy of these Tender Documents are available at TRAI's website [www.trai.gov.in](http://www.trai.gov.in) and may be downloaded for submission purpose. The survey agencies shall submit technical as well as financial bids in separate sealed covers. The bidder shall submit for both Technical and Financial bids as one set marked as 'Original Bid' along with 4 copies of the same marking as 'Copy No.1, Copy No.2, Copy No.3, Copy No.4'. In the event of any discrepancy between the copies, the Original shall govern. Each page of the tender document is to be signed in token of the companies/firms having read and accepted the terms and conditions given in the tender document. The name, address, Fax number, telephone/mobile number and e-mail of the bidder should clearly appear on the envelope. The Tender number and date of Tender opening should also appear on the envelope.

4. A survey agency can submit bids for one or more Zones in separate sealed covers. The bids in separate sealed covers for each Zone must be accompanied by earnest money of Rs.3,00,000/- (Rupees three lakh only), as per the details given in clause 3 of the section-I of the tender document.

5. The bid, complete in all respects, should be submitted, not later than 3.00 PM on the **5<sup>th</sup> September , 2012**, to Joint Advisor (QoS), Telecom Regulatory Authority of India, Room No.521, 5<sup>th</sup> Floor, Mahanagar Doorsanchar Bhavan, Jawaharlal Nehru Marg (Old Minto Road), New Delhi-110 002. The technical proposals will be opened at **3.00 PM on 5<sup>th</sup> September , 2012**. The bidders, if they so desire, may be present at the time of opening of the bids. A pre-tender conference will be held with the prospective bidders on **24<sup>th</sup> August, 2012 at 3.00 PM** in the Conference Hall of TRAI on 3<sup>rd</sup> Floor, Mahanagar Doorsanchar Bhavan Jawaharlal Nehru Marg (Old Minto Road), New Delhi-110 002.

6. **Unsealed bids or bids without the earnest money deposit shall be summarily rejected.**

7. **Late Bids:** The bids received, either by post or in person, after the due date and time of submission of bids shall be returned unopened.

8. The survey agencies may be required to give a presentation on the technical aspects and their ability to perform the work for which date will be advised separately.



**(Shaji Abraham)**  
**Joint Advisor (QoS)**

(i)

**SECTION-I**  
**TENDER CONDITIONS AND INSTRUCTIONS TO BIDDERS**

**1. Background**

1.1 Telecom Regulatory Authority of India has, vide its Telecom Consumers Complaint Redressal Regulations, 2012 (1 of 2012) dated 5<sup>th</sup> January 2012, published in the Gazette of India Extraordinary Part-III-Section 4 dated 5<sup>th</sup> January 2012, mandated setting up of the institutional mechanism by the service providers for redressal of grievances of telecom consumers. These regulations are applicable to (i) all Access Service Providers (including BSNL and MTNL) providing basic, cellular mobile telephone and broadband services; and (ii) all Internet Service Providers (ISPs) providing broadband services, whose turnover in any preceding financial year exceed rupees five crores or whose total number of Broadband subscribers in any preceding financial year exceed ten thousand numbers, as the case may be. In order to curb the menace of unsolicited commercial communications, TRAI had notified the Telecom Commercial Communications Customer Preference Regulation, 2010 dated 1<sup>st</sup> December 2010, published in the Gazette of India Extraordinary Part-III-Section 4 dated 1<sup>st</sup> December, 2010. These regulations are applicable to all Access Service Providers (including BSNL and MTNL). Further, in order to further improve transparency in the marketing of prepaid vouchers and provision of information to consumers after activation of vouchers and about their usage TRAI had notified the Telecom Consumer Protection Regulations 2012 dated 6<sup>th</sup> January 2012, published in the Gazette of India Extraordinary Part-III-Section 4 dated 5<sup>th</sup> January 2012. These regulations are applicable to all Service Providers (including BSNL and MTNL) providing Unified Access Services and Cellular Mobile Telephone Service. A copy of the above regulations are available at TRAI's website [www.trai.gov.in](http://www.trai.gov.in)

1.2 Telecom Regulatory Authority of India, vide the Standards of Quality of Service of Basic Telephone Service (Wireline) and Cellular Mobile Telephone Service Regulations, 2009 (7 of 2009) dated the 20<sup>th</sup> March, 2009, published in the Gazette of India Extraordinary Part-III-Section 4 dated 23<sup>rd</sup> March, 2009", has laid down the 'Quality of Service' parameters applicable to the Basic telephone service (Wireline) and cellular mobile telephone service. The copy of the said regulations is available at TRAI website [www.trai.gov.in](http://www.trai.gov.in). These regulations are applicable to all the Basic Service Operators/ Unified Access Service Providers and Cellular Mobile Telephone Service providers, including BSNL and MTNL.

1.3 Telecom Regulatory Authority of India has, vide its Quality of Service of Broadband Service Regulations, 2006 (11 of 2006) dated the 6<sup>th</sup> Oct. 2006 published in the Gazette of India Extraordinary Part-III-Section 4 dated 10<sup>th</sup> October, 2006, laid down the 'Quality of Service' parameters applicable to the broadband services. A copy of the said regulations is available at TRAI website [www.trai.gov.in](http://www.trai.gov.in). These regulations are

applicable to all the Internet Service providers, Basic Service providers, Unified Access Service Providers and Cellular Mobile Telecom Service Providers, including BSNL and MTNL, providing broadband services.

1.4 Regulation No. 7 of the Standards of Quality of Service of Basic Telephone Service (Wireline) and Cellular Mobile Telephone Service Regulations, 2009 (7 of 2009) dated 20th March, 2009 and Sl. No. (ix) under regulation 3 of Quality of Service of Broadband Service Regulations, 2006 (11 of 2006) dated the 6<sup>th</sup> October 2006, have laid down the benchmarks for the parameter on customer perception of service to be achieved by service providers. The customer perception of service is to be assessed through customer satisfaction survey.

## **2. Clarification of Tender Document and Pre-Tender Conference**

2.1 A prospective bidder, requiring any clarification on the tender document shall submit in writing the request for any clarification not **later than 4.00 PM of 21<sup>th</sup> August, 2012 to Joint Advisor (QoS)**, Telecom Regulatory Authority of India, 5<sup>th</sup> Floor, Mahanagar Door Sanchar Bhavan, Jawaharlal Nehru Marg (Old Minto Road), New Delhi-110 002(FAX No.011-23213036). Copies of the query (without identifying the source) and clarifications by TRAI shall be sent to all the prospective bidders who have purchased the Tender document.

2.2 Any clarification issued by TRAI in response to query raised by prospective bidders shall form an integral part of tender document and it may amount to an amendment of relevant clauses of the tender document.

2.3 The bidders are required to keep a watch on the TRAI Website for any amendment to the tender document or for clarifications in response to the queries raised by the bidders up to a day prior to the last date for submission of bids. TRAI reserves the right to reject any bids if the bids are submitted without taking into account these amendments/clarifications. Further, the prospective bidders shall be fully responsible for downloading of the amendments, if any, made in the tender document and clarifications, if any issued by TRAI and TRAI accepts no responsibility whatsoever in this regard.

2.4 The request for clarification received as per para 2.1 above shall be, to the extent possible, clarified in the pre-tender conference. The pre-tender conference will be held with the prospective survey agencies, for technical discussion/clarifications on technical and other matters regarding terms and conditions of the tender document. This conference will be held on **24<sup>th</sup> August, 2012 at 3.00 PM** in the Conference Room of TRAI located on the 3<sup>rd</sup> Floor, Mahanagar Doorsanchar Bhavan, New Delhi – 110 002. As a result of the discussion in this pre-tender conference, if any modifications to the tender document are considered necessary, suitable corrigenda/addenda to the tender document will be issued. A copy of such corrigenda/addenda will be sent to each of the

prospective bidders who were issued the tender documents. The prospective survey agencies should, on their own, attend the said conference without waiting for any further communication.

### **3. Earnest Money Deposit (EMD)**

3.1 The prospective survey agency shall submit along with their bid a bank draft for a sum of **Rs.3,00,000 (Rupees three lakh only)** drawn on any scheduled bank in favour of "TRAI" payable at Delhi as earnest money for each Zone separately. Any bid not accompanied by earnest money shall be summarily rejected. **The EMD shall be submitted with the Technical Bid.** The earnest money shall be refunded to the unsuccessful bidders after finalisation of the tender. The EMD will be returned to the successful bidder after signing of the agreement.

3.2 The EMD may be forfeited in any of the following circumstances:-

- (a) If the bidder withdraws his bid during the period of validity of bids.
- (b) In the case of successful bidder, if the bidder fails:-
  - (i) to sign the agreement; or
  - (ii) to furnish Performance Bank Guarantee in accordance with Clause 9 of this Section.

### **4. Eligibility**

4.1 The bidders may be companies, firms, market research organisations and Non-Government Organisations registered under the Societies Registration Act, 1860 or Companies Act, 1956 or any other law for the time being in force (hereinafter referred to as survey agency).

4.2 The survey agency should have a turnover of not less than rupees one crore during the financial year 2011-12 and should have a minimum cumulative turnover of rupees three crores in the last three consecutive financial years.

4.3 The survey agency should have experience of at least two years in conducting similar surveys and it should have sufficient staff and infrastructure to carry out the survey as per the Terms of Reference.

4.4 The Non-Government Organisations, registered under the Societies Registration Act, 1860 or Companies Act, 1956 or any other law for the time being in force are exempted from minimum turnover condition mentioned at 4.2 above. However these agencies have to submit the Earnest Money Deposit (EMD) as per clause 3.

4.5 The survey agency should submit documentary evidence regarding fulfillment of the above eligibility conditions including the income tax clearance/ IT Certificate and PAN.

## **5. Terms of Reference**

The Terms of Reference for the Customer Satisfaction Survey for assessing the customer perception of service provided by service providers, is given in Section-II.

## **6. Schedule for Financial Bids**

Schedule for Financial Bids is available at **Section-III**. The quotation shall include all levies, duties and taxes including service tax.

## **7. Technical Proposal**

Standard formats for technical proposal are given in **Section-IV**. All the necessary details are required to be filled by the bidders and submitted before the last date and time of submission.

## **8. Last date (due date) for submission of bids**

The bid should be submitted not later than **03.00 PM** on **5<sup>th</sup> September, 2012**. Any bid received after this specified date shall be rejected and returned unopened to the bidder.

## **9. Performance Bank Guarantee Bond**

9.1 The selected survey agency shall furnish a Performance Bank Guarantee, in the proforma given at **Annexure-1**, from any scheduled Bank in India, within 15 (fifteen) days from the date of receipt of the letter of acceptance by the survey agency, for an amount equivalent to 10% (ten per cent) of the value of the contract, before signing of the contract. In case the furnishing of an acceptable Performance Bank Guarantee bond is delayed by the survey agency beyond the afore-mentioned period, TRAI may cancel the said letter of acceptance and forfeit the Earnest Money Deposit. Initially, the bank guarantee shall be valid for a period of one and a half year. The survey agency on its own shall extend the validity period of the bank guarantee on similar terms at least one month prior to the day of its expiry without any demand or notice from TRAI. The bank guarantees shall be kept valid for an extended period of six months beyond the period of agreement. Any failure to do so, shall amount to violation of the terms of the agreement and entitle TRAI to encash the bank guarantee and to convert it into a cash security without any reference to the survey agency at its risk and cost. No interest or compensation whatsoever shall be payable by TRAI on such encashment. On satisfactory completion of the contract in all respects, as per the terms and conditions specified in the tender document and contract agreement the Performance Bank Guarantee bond shall be returned to the survey agency. No interest in any form shall be payable by TRAI to the survey agency before or after expiry of the Performance Bank Guarantee.

9.2 In case the agreement is extended by one year to cover survey for one more year, the survey agency shall submit, within 15 (fifteen) days of

receipt of intimation about such extension from TRAI, a fresh Performance Bank Guarantee for amount equivalent to 10% (ten per cent) of the value of the contract for the extended period in similar manner and shall also extend the validity of such second bank guarantee one month before its expiry in the same manner as indicated in clause 9.1 above.

9.3 Without prejudice to its right to terminate the agreement and to pursue any other remedy available to it under the law, TRAI may forfeit full or part of the Performance Bank Guarantee in case –

- (i) the survey agency fails to carry out the assigned task as per the terms and conditions specified in the tender document and the agreement; or
- (ii) the report is not as per the format approved by TRAI; or
- (iii) the report contains information, which is found to be factually incorrect or materially wrong by TRAI.

## **10. TRAI's right to accept or reject a bid without assigning any reason**

TRAI reserves the right to accept or reject any bid without assigning any reason.

## **11. Evaluation of the Bid**

11.1 The bids shall be evaluated based on both techno-commercial and financial considerations. The survey agency is required to provide the following information/ document along with the technical bid, namely:-

- (ii) a brief note indicating how the survey agency is equipped to perform the task, particularly their manpower and infrastructure capability;
- (iii) past experience of the survey agency in undertaking works of similar nature as given in the Terms of Reference in Section-II;
- (iv) profile of key personnel to be engaged for the assignment envisaged under this Tender document; and
- (v) financial capability.

11.2 The technical bids will be technically evaluated giving due consideration to the survey agency's conformity with the tender conditions, its capability to perform the assignment, past experience in carrying out works of similar nature, profile of personnel to be engaged for this assignment and financial capability. The survey agencies may be called to make presentation to the tender evaluation committee constituted for this purpose. They shall furnish the clarifications/ detailed explanations, if sought, on the technical proposals by TRAI or by the tender evaluation committee.

11.3 The financial bids, of only those bidders who qualify in the evaluation of the technical bids, will be opened and evaluated giving due consideration to the total quoted price on Zonal basis i.e. as a package covering all three services viz Basic Telephone Service (Wireline), Cellular Mobile Telephone Service and Broadband service in all service areas/circles in respective Zone. Total quoted price for a zone only will be taken for ranking of bids from lowest quoted to highest quoted. Arithmetical errors shall be rectified on the following basis:-

“If there is a discrepancy between words and figures, the amount in words shall prevail. If there is discrepancy in the total arrived at and the rates quoted for each service area of a zone, the total shall be corrected taking into account the rates quoted for the service areas within the zone. If the bidder does not accept the correction of the errors, his bid shall be rejected”.

11.4 In situations where lowest quoted rates (L1) of two or more bidders for a Zone are same, in such cases fresh round of financial bidding from such bidders shall be called. The lowest valid offer shall be declared successful.

11.5 TRAI reserves the right to award the survey work for any service area/ circle in the tendered Zone to any other outside agency or organization at its discretion and the successful bidder for the Zone shall have no objection to the awarding of such survey work in respect of such service area/ circle to such outside agency or organization on the ground that such outside agency or organization has not participated in the tender process and to the corresponding reduction in the total bid amount quoted by the successful bidder for the entire Zone.

## **12. Validity of Contract**

The contract, for undertaking survey (i) to assess the Implementation and Effectiveness of the various regulations, directions and orders issued by TRAI in the interest of consumers and (ii) to assess the customer perception of the telecom service, in terms of “The Standards of Quality of Service of Basic Telephone Service (Wireline) and Cellular Mobile Telephone Service Regulations, 2009 (7 of 2009) dated the 20<sup>th</sup> March, 2009, Quality of service of Broadband Service Regulations, 2006 dated 6<sup>th</sup> Oct 2006 and other Quality of service regulations released from time to time, on zonal basis (East zone, West Zone, North Zone and South Zone), shall be valid for a period of 18 (eighteen) months from the date of signing of the agreement covering survey for one year in four quarterly periods, as may be specified in the agreement. The half yearly periods for the purpose of survey shall be a period of six months ending 31<sup>st</sup> March and 30<sup>th</sup> September and two such consecutive half yearly periods shall be one year. The contract period may be extended, at the sole discretion of TRAI, for one more year covering survey for two half year at the same rate and terms & conditions provided in the agreement to cover survey in the next year.

### **13. Force Majeure**

13.1 If at any time, during the continuance of the agreement, the performance in whole or in part, by the survey agency, of any obligation specified in the agreement, is prevented, restricted, delayed or interfered, by reason of war or hostility, act of the public enemy, civic commotion, sabotage, act of State or direction from statutory authority, explosion, epidemic, quarantine restriction, fire, floods, natural calamities or any act of GOD, (hereinafter referred to as event), provided notice of happenings of any such event is given by the survey agency to TRAI within seven calendar days from the date of occurrence thereof, the survey agency may be excused from performance of its obligation, provided further that the obligations under the agreement shall be resumed by the survey agency, as soon as practicable, after such event comes to an end or ceases to exist. The decision of TRAI as to whether the obligations may be so resumed (and the time frame within the obligations may be resumed) or not, shall be final and conclusive.

13.2 However, the Force Majeure events mentioned above will not in any way cause extension of the period of the agreement.

### **14. Termination:**

14.1 TRAI reserves the right to terminate the agreement (i) if the survey agency fails to carry out the work as per the terms and conditions in the tender documents/agreement or (ii) if the reports are delayed or (iii) if the reports are found by TRAI to be materially incorrect. The decision of TRAI, as regards such material incorrectness of the report, shall be final and binding on the survey agency.

14.2 Delivery of the performance of the survey work shall be made by the survey agency in accordance with the time schedule specified by TRAI. In case the survey is not completed in the stipulated delivery period, as indicated in the agreement, TRAI reserves the right either to foreclose or cancel the agreement or reject the report of that service area of which report is delayed without any payment for that quarter for that service area and/or impose the penalty as per clause 17.4. The cancellation/foreclosing of the agreement shall be at the risk and responsibility of the survey agency and TRAI reserves the right to get the survey completed for remaining part at the risk and cost of the defaulting survey agency.

### **15. Indemnity**

In no event shall TRAI be liable to the survey agency for special, direct, indirect or any other damages in connection with or arising out of the performance or services provided by the survey agency under this agreement. The survey agency shall indemnify TRAI in respect of any

damages, claim, loss or action against TRAI for any act of commission or omission on the part of the survey agency, its agents or servants.

## 16. Coordination

16.1 The survey agency shall appoint one of its employees as coordinator who shall represent the survey agency in all dealings with TRAI.

16.2 All correspondence relating to the tender shall be addressed to **Joint Advisor (QoS), Telecom Regulatory Authority of India, 5<sup>th</sup> Floor Mahanagar Door Sanchar Bhavan, New Delhi-110 002.**

## 17. Payment terms:

17.1 Payment shall be made after completion of survey and submission of the reports as per the following schedule and after TRAI is satisfied that the report submitted by the survey agency complies with the formats, norms and quality specified in the agreement:-

Sl. No.	Schedule	% payment in terms of total payment for one year
1.	Submission of final design, questionnaire for the survey and reporting formats by the survey agency incorporating modifications/ corrections suggested by TRAI and its acceptance by TRAI.	Ten percent (10%) of the total contract price.
2.	Submission of reports for survey conducted during the first half yearly period for the specified service areas in respective zone covering (i) assessment of implementation and effectiveness of the various regulations, directions and orders issued by TRAI in the interest of consumers and (ii) assessment of customer perception of telecom service for basic telephone service (wireline) and cellular mobile telephone service; and Broadband service and acceptance of the report by TRAI.	Ninety percent (90%) of the contract price for each of the service areas covered in that half year
3.	Submission of reports of survey conducted during the second half yearly period for the specified service areas in respective zone covering (i) assessment of implementation and effectiveness of the various regulations, directions and orders issued by TRAI in the interest of consumers and (ii) assessment of customer perception of service for basic telephone service (wireline) and cellular mobile telephone service; and Broadband services and acceptance of the report by TRAI	Ninety percent (90%) of the contract price for each of the service areas covered in that half year

17.2 In case the validity of the agreement is extended for one more year, in accordance with clause 12 hereinbefore, the payment for the extended period will be made as follows:

<b>Sl. No.</b>	<b>Schedule</b>	<b>% payment in terms of total payment for one year (extended)</b>
1.	Submission of reports of survey conducted during the first half yearly period for the specified service areas in respective zone covering (i) assessment of implementation and effectiveness of the various regulations, directions and orders issued by TRAI in the interest of consumers and (ii) assessment of customer perception of service for basic telephone service (wireline) and cellular mobile telephone service; and Broadband services and acceptance by the report by TRAI	Hundred percent (100%) of the contract price for each of the service areas covered in that half year
2.	Submission of reports of survey conducted during the second quarterly period for the specified service areas in respective zone covering (i) assessment of implementation and effectiveness of the various regulations, directions and orders issued by TRAI in the interest of consumers and (ii) assessment of customer perception of service for basic telephone service (wireline) and cellular mobile telephone service; and Broadband services and acceptance by the report by TRAI	Hundred percent (100%) of the contract price for each of the service areas covered in that half year

17.3 The survey work shall be completed and all the reports shall be submitted within the respective time limits as specified in the agreement. Approximately half the number of service areas/circle in the contracted Zone shall be covered during each half year and each service area/circle shall be covered only once in a year. **All the services areas/circles in each contracted Zone shall be covered within a period of one year i.e. a service area/circle will be surveyed only once in a year.** No extension of the time for completion of the survey work and for submission of the report thereof shall be given, except for situations arising out of force majeure events specified under clause 13.

17.4 In case the half yearly survey or the report thereof is delayed, except for situations arising out of force majeure events specified under clause 13, a penalty shall be levied by TRAI at the rate of –

- (a) 5% (five per cent) of the value of **half yearly** contracted work for survey, for the first week of delay;
- (b) 5% (five per cent) of the value of **half yearly** contracted work for survey, for the second week of delay;
- (c) 40% (forty per cent) of the value of **half yearly** contracted work for survey, for delay beyond two weeks and upto four weeks;

which shall be deducted from the amount payable to the Agency by TRAI. In case the half yearly survey or the report thereof is delayed beyond four weeks, the report shall not be accepted and no payment shall be made by TRAI for such delayed report submitted after four weeks of due date for submission of the report.

17.5 In case the survey report is found by TRAI to be materially or factually incorrect or is not as per the format of report approved by TRAI, the report is liable to be rejected and no payment will be made for such contracted work, if rejected by TRAI and TRAI shall also forfeit and encash the Performance Bank Guarantee. The decision of TRAI as regards such material or factual incorrectness of the report shall be final and binding on the survey agency.

17.6 Without prejudice to the provisions contained in Clause 17.5, in any specific case, where the report submitted by the survey Agency, for any half yearly period, is found by TRAI to be incomplete in respect of any of the parameters specified in the format of the report approved by TRAI or the extent of work as carried out by the survey agency falls short of the prescribed quantum and the parameters or the quantum of work so left incomplete does not exceed ten per cent of the total parameters or quantum of work, as the case may be, laid down for all Service Areas in the Zone which are covered in the half yearly period and the non-completion of such parameters/quantum of work does not impact the report in general and it is possible to make comparison of performance of all the service providers in the respective Service Area for various parameters of quality of service covered under the assignment, or where such comparison of performance of all the service providers is impacted by such incompleteness of the work/report in only one service area, TRAI may, at its discretion, accept such a report:

Provided that the payment for such incomplete report shall be reduced by-

- (a) ten percent of the total payment for the Service Areas which are covered in that half yearly period to which such report pertains, if the report does not impact the comparison of performance of the service providers in all service areas covered in the half-yearly period;
- (b) a sum equivalent to the proportionate value of the half yearly payment attributable to the particular Service Area, if the deficiency or incompleteness of any parameters or quantum of work in such report impacts the report itself and it is not

possible to make a comparison of the performance of all the service providers in that Service Area.

Provided further that in case such deficiency as referred to in clause (b) of the first proviso is noticed in the report for more than one Service Area or the incomplete portion of the survey work is more than ten percent in the service areas covered in the half yearly period in a Zone, such report shall not be accepted by TRAI and no payment whatsoever will be made for the entire half yearly report and such non-payment for the half yearly report shall be without prejudice to the rights of TRAI to foreclose or cancel the agreement and that such foreclosure or cancellation of the contract shall be at the risk and responsibility of the survey agency and that TRAI shall be free to get the survey completed for the remaining part of the contract at the risk and cost of the survey agency. The Performance Bank Guarantee of the survey agency shall also be forfeited in such cases.

Provided also that the decision of TRAI as regards the acceptability of such half yearly reports and the quantum of payment for such half yearly report shall be final and binding on the survey agency.

### **18. Confidentiality**

All information gathered during the customer satisfaction survey, survey questionnaire and reports submitted to TRAI will be the sole property of TRAI. Survey Agency shall not transfer / pass on the information of one service provider to another service provider or to any third party under any circumstances.

### **19. Laws governing the agreement**

The laws of India in force, for the time being shall govern the agreement.

### **20. Jurisdiction of courts**

The courts located at New Delhi/Delhi shall alone have the jurisdiction to decide any dispute arising out of or in respect of the agreement entered into pursuant to this tender.

### **21. Arbitration**

In the event of any dispute arising between TRAI and the survey agency, the matter shall be referred to the Secretary, TRAI who may himself act as sole arbitrator or may name as sole arbitrator an officer of TRAI notwithstanding the fact that such officer has been directly or indirectly associated with the tender process or the agreement signed between the parties. The survey agency shall not be entitled to raise any objection to the appointment of such officer of TRAI as the sole arbitrator. The award of the arbitrator shall be final and binding on both the parties, subject to the provisions of the Arbitration and Conciliation Act, 1996 and rules made there under, for the time being in force. The parties expressly agree that the arbitration proceedings shall be held at New Delhi. The language of arbitration shall be English.

**22. Language of the bid:**

The bid shall be submitted in English language.

**23. Currency for the financial bid:**

The financial bid shall be quoted in Indian Rupees (INR). The bid shall be inclusive of all taxes, levies and duties including service tax. Any change in any prevailing tax structure or imposition of any new tax by the competent authority shall be borne by the survey agency.

**24. Bid validity period:**

The bid shall remain valid for 120 (one hundred twenty) days from the date of submission of the bid.

## **SECTION-II**

### **TERMS OF REFERENCE OF CUSTOMER SATISFACTION SURVEY**

#### **1. Objective:**

1.1 Telecom Regulatory Authority of India has issued a number of regulations, directions and orders in the interest of consumers. TRAI intends to assess through surveys the implementation and effectiveness of these regulations, directions and orders issued by TRAI in the interest of consumers, especially the Telecom Consumers Complaint Redressal Regulations, 2012 (1 of 2012) dated 5<sup>th</sup> January 2012, the Telecom Consumer Protection Regulations 2012 dated 6<sup>th</sup> January 2012 and the Telecom Commercial Communications Customer Preference Regulation, 2010 dated 1<sup>st</sup> December 2010. The Telecom Consumers Complaint Redressal Regulations, 2012 dated 5<sup>th</sup> January 2012 have mandated all Access Service Providers (including BSNL and MTNL) providing basic, cellular mobile telephone and broadband services; and (ii) all Internet Service Providers (ISPs) providing broadband services, whose turnover in any preceding financial year exceed rupees five crores or whose total number of Broadband subscribers in any preceding financial year exceed ten thousand numbers, as the case may be to set up a two stage redressal mechanism viz. Complaint Centre and appellate authority in every service area. The Telecom Consumer Protection Regulations 2012 dated 6<sup>th</sup> January 2012 has mandated transparency in the marketing of prepaid vouchers and provision of information to consumers after activation of vouchers and about their usage. These regulations are applicable to all Service Providers (including BSNL and MTNL) providing Unified Access Services and Cellular Mobile Telephone Service. The Telecom Commercial Communications Customer Preference Regulation, 2010 dated 1<sup>st</sup> December 2010 contain measures for curbing unsolicited commercial communications. These regulations are applicable to all Service Providers (including BSNL and MTNL).

1.2 The regulations - The Standards of Quality of Service of Basic Telephone Service (Wireline) and Cellular Mobile Telephone Service Regulations, 2009 (7 of 2009) dated the 20<sup>th</sup> March, 2009 and Quality of Service of Broadband Service Regulations, 2006 (11 of 2006) dated the 6<sup>th</sup> Oct. 2006 provide for benchmarks for the parameters on customer perception of service to be achieved by service providers. The objective of the Terms of Reference is to engage an independent agency to assess (i) the implementation and effectiveness of the various regulations, directions and orders issued by TRAI in the interest of consumers and (ii) to assess the customer perception of the telecom service in terms of the benchmark for the various parameters to be achieved by the service providers, through surveys. The parameters and benchmarks relating to customer perception of service for basic telephone service (wireline), cellular mobile telephone services and broadband service provided in the above regulations are given below:-

#### **(a) Basic Telephone Service (wireline) and Cellular Mobile Telephone Service.**

<b>S.No</b>	<b>Name of Parameter</b>	<b>Benchmark</b>
(a)	customers satisfied with the provision of service	≥ 90 %
(b)	customers satisfied with the billing performance	≥ 95 %
(c)	customers satisfied with network performance, reliability and availability	≥ 95 %
(d)	customers satisfied with maintainability	≥ 95 %
(e)	customers satisfied with supplementary and value added services	≥ 90 %
(f)	customers satisfied with help services including customer grievance redressal	≥ 90 %
(g)	customers satisfied with overall service quality	≥ 90 %

**(b) Broadband Service:**

<b>S.No.</b>	<b>Customer perception of service</b>	<b>Benchmark</b>
(i)	% satisfied with the provision of service	>90 %
(ii)	% satisfied with the billing performance	>90 %
(iii)	% satisfied with help services	>90 %
(iv)	% satisfied with network performance, reliability and availability	>85 %
(v)	% satisfied with maintainability	>85 %
(vi)	% satisfied Overall customer satisfaction	>85 %
(vii)	% satisfied with Customer satisfaction with offered supplementary services such as allocation of static / fixed IP addresses, email Ids etc.	>85 %

1.3 The Telecom Regulatory Authority of India may modify the above parameters and benchmarks and may also add new parameters or regulations during currency of the agreement. Contracted survey agency shall be required to conduct the survey work on the same terms and conditions as per new revised parameters / benchmarks without any additional payment/remunerations.

**2. Scope of work:**

The survey agency shall undertake assessment of (i) implementation and effectiveness of the Telecom Consumers Complaint Redressal Regulations,

2012 (1 of 2012) dated 5<sup>th</sup> January 2012, the Telecom Consumer Protection Regulations 2012 dated 6<sup>th</sup> January 2012 and the Telecom Commercial Communications Customer Preference Regulation, 2010 dated 1<sup>st</sup> December 2010 and (ii) customer perception of service provided by basic telephone service (wireline), cellular mobile telephone service and broadband service providers through surveys in each of the telecom circles/ service areas under the respective Zone, once in a year. The scope of the survey also include assessment of implementation/ effectiveness of various orders/ directions/regulations issued by TRAI to protect the interest of consumers, particularly issues relating to tariff, billing including information to be included in the telephone bills, termination of service, redressal of grievances and provision of value added services and premium rate services. The Zones comprise of the following Telecom Circle/ Service Areas:

**North Zone:** Delhi, Jammu & Kashmir, Himachal Pradesh, Punjab, Haryana, Rajasthan, Uttar Pradesh-East and Uttar Pradesh-West (including Uttarakhand). For the cellular mobile telephone service the service area of Delhi includes Ghaziabad, Faridabad, Noida and Gurgaon.

**South Zone:** Chennai, Andhra Pradesh, Karnataka, Tamilnadu (excluding Chennai) and Kerala.

**West Zone:** Mumbai, Maharashtra (including Goa and excluding Mumbai), Gujarat and Madhya Pradesh (including Chhattisgarh).

**East Zone:** Kolkata, West Bengal (including Andaman & Nicobar, Sikkim and excluding Kolkata), Bihar (including Jharkhand), Orissa, Assam and North East which includes Arunachal Pradesh, Meghalaya, Mizorum, Nagaland, Manipur and Tripura.

2.2 The details of the areas covered under each Telecom Circle/ Metro Service Area, details of service providers (licensees) operating in each Telecom Circle/ Metro Service Area and details of subscriber base in respect of Basic Telephone Service (wireline) Operators (BSOs) & Cellular Mobile Service Providers (CMSPs) and Broadband Service Providers are given in **Annexure-2A and 2B**, respectively.

2.3 The survey shall be conducted for cellular mobile telephone service, basic telephone service (wireline) and Broadband service provided by BSNL, MTNL, private basic service providers, unified access service providers, cellular mobile service providers and Internet Service Providers (ISPs) in various service areas in the contracted Zones. In the case of ISPs, only those ISPs providing broadband service whose turnover, in any preceding financial year exceeds rupees five crores or whose total number of Broadband subscribers, in any preceding financial year, exceeds ten thousand numbers, as the case may be, shall be covered. The updated data in respect of licensees (service providers) who have commissioned service and their subscriber base shall be intimated by TRAI from time to time and the survey agency shall carry out the survey accordingly thereafter.

2.4 The survey shall be conducted in such a manner that approximately half the number of service areas/circle in the contracted Zone are covered during each half year and each service area/circle gets covered only once in a particular year. The service areas/circles to be covered in each half year shall be decided by TRAI, in consultation with the survey agency. The survey for each service area in the contracted Zone shall be conducted once in a year. The survey for all the service providers - BSOs, CMSPs and ISPs (as applicable)-for basic telephone service (wireline), cellular mobile telephone service and Broadband service, as the case may be, in a Telecom Circle/ Service Area shall be completed within three consecutive months in the same half yearly period.

**Sample size:**

2.5 The sample for basic telephone service (wireline) subscribers shall be evenly spread over in 5% (five per cent) of the exchanges of each BSOs in the circle. The above stated 5% (five per cent) exchanges shall be evenly spread over 10% (ten per cent) of SDCAs with each BSO. The 5% (five per cent) exchanges should be covered both in urban and rural category. Wherever possible, at least 30% of these exchanges shall be rural exchanges.

2.6 The sample for cellular mobile telephone service subscribers shall be evenly spread over in 10% (ten per cent) of district headquarters of a service area where the services are commissioned. The sample shall also cover surrounding areas of the district headquarters, including rural areas and at least the sample size should have 30% customers from rural areas.

2.7 The sample for broadband service subscribers shall be evenly spread over in the areas served by 10% (ten per cent) of the Points of Presence (POPs) of each service provider in each service area. Wherever possible, the sample size should have 30% customers from rural areas.

2.8 The exchanges to be covered for basic telephone service (wireline), district headquarters to be covered for cellular mobile telephone service and Points of Presence (POPs) for broadband service shall be decided by the survey agency, in consultation with TRAI. The schedule for conducting the survey shall be finalised by survey agency, in consultation with TRAI, before the start of the survey in each half year.

2.9 The details of sample size for each service provider, service area-wise, in respect of Basic Telephone Service (wireline) & Cellular Mobile Telephone Service and Broadband Service are given in **Annexure-2A and 2B**, respectively. The sample size of the number of subscribers for BSNL, MTNL, Unified Access Service Providers, Cellular Mobile Service Providers (CMSPs) and service providers providing Broadband as specified in Annexure-2A and 2B shall be fully covered in a survey of the service area/circle. Sample size has been determined for confidence level of 95% (ninety five per cent) and with a confidence interval of 3% (three percent)

for Metro & Category A Circles, 4%(four per cent) for Category B Circles, 5% (five per cent) for Category C Circles in each of the service area and for each of the service provider (licensee).

2.10 The sample design for customer survey will include different income groups, varied professions and different strata of society to achieve the objective of wider coverage. Survey agency shall also take in a sample design the appropriate segment of customers such as customers who have subscribed services in recent past (in last 6 months), customers who have made complaints, prepaid and post paid category etc.

**Mode of conducting survey:**

2.11 The mode of conducting survey should be normally on personal interview basis. The identity of respondents will also be required to be indicated while filling up the questionnaire. The questionnaire shall be filled in using ink or ball point pen. For rural subscriber, observations shall be entirely based on personal interview. For urban subscribers, at least 50% of the observations shall be based on personal interview basis and 50% should be surveyed through telephones. However, for Broadband service at least 50% of the observations shall be based on personal interview basis and upto 50% through e-mail or by developing web based applications. Charges towards development of e-mail or web based application and telephone calls made for the purpose of customer survey will be borne by the survey agency.

2.12 The signature, residential address and telephone number of the subscribers who will be surveyed on personal interview basis shall be taken on the survey questionnaire. The survey agency shall also produce these questionnaires or records to TRAI, as and when called for by TRAI. The survey agency shall preserve all the questionnaires containing the observations made by the surveyed subscribers for a period of six months after the expiry of the contract and shall produce the same to TRAI as and when required to do so.

**Survey Questionnaire and reporting formats:**

2.13 The survey agency will design the sample design and questionnaire for the survey and reporting formats including web-based survey application system.

2.14 The survey agency is required to develop questionnaire for survey to assess (i) the implementation and effectiveness of the various regulations, directions and orders issued by TRAI in the interest of consumers, especially the Telecom Consumers Complaint Redressal Regulations, 2012 (1 of 2012) dated 5<sup>th</sup> January 2012, the Telecom Consumer Protection Regulations 2012 dated 6<sup>th</sup> January 2012 and the Telecom Commercial Communications Customer Preference Regulation, 2010 dated 1<sup>st</sup> December 2010; and (ii) customer perception of service provided by basic telephone service (wireline), cellular mobile telephone service and broadband service providers in terms of the benchmarks for the

parameters relating to customer perception of service in quality of service regulations mentioned at clause 1.2 of Section II ( Terms of Reference of Customer Satisfaction Survey).

2.15 Before the start of the survey, TRAI shall provide to the survey agency additional issues relating to tariff, billing including information to be included in the telephone bills, termination of service, redressal of grievances, provision of value added and premium rate services etc. on which the survey agency has to undertake survey to assess the implementation/ effectiveness of TRAI's Orders/Directions/Regulations on the above issues. The survey agency shall frame Questionnaire, relating to these issues and submit to TRAI for approval.

2.16 The survey agency is required to develop data formats including executive summary, critical findings, comparative analysis of different parameters in different service areas and service providers and detailed data analysis thereof for reporting the results of such survey. The agency may utilize software for reporting, preferably MS Word & MS Excel in Window environment. Their questionnaire should at least cover the following broad details and should be designed in a manner which can reveal the truthfulness of the data in the questionnaire.

- Introduction and Screening
- Main Phone Service Used
- Type of Wireless or wireline or broadband Phone Service
- Service Decisions
- Wireless Phone Service Usage
- Overall Satisfaction with Wireless Phone Service
- Satisfaction with Specific Aspects of Wireless Phone Service
- Call Quality Additional Questions
- Billing Additional Questions
- Customer Service Additional Questions
- Disclosure of Service Additional Question
- Contract or Agreement Terms Additional Question
- Coverage
- Expectation of Coverage
- Availability of Information
- Advertising/Marketing
- Desire to Switch Providers
- Complaints - Knowledge of Where to Complain
- Complaints Submitted
- Types of vouchers available
- Availability of end of call / SMS call information
- Availability of short codes to provide information about the account of the customer
- 2-stage complaint redressal mechanism
- Unsolicited Calls or Text Messages
- Demographics
- Interviewer

2.17 The survey agency shall submit to TRAI sample design and questionnaire for the survey and sample reporting formats within three weeks of awarding the contract. The format shall include separate reporting for rural and urban basic service (wireline) customers. TRAI may suggest modifications to the sample design and questionnaire and sample reporting formats and the survey agency shall modify the sample design and questionnaire and sample reporting formats, as suggested by TRAI, and final approval shall be taken before taking up the job in hand. The final approved design and questionnaire, and reporting format shall be submitted by the survey agency within six weeks of award of the contract after incorporating modifications/corrections suggested by TRAI. TRAI's decision in this matter will be final. The survey agency shall also implement change in the questionnaire whenever advised by TRAI without any extra cost or remuneration.

2.18 TRAI at any point of time can ask for responses received from any individual customer against the questionnaire. TRAI has the right to verify authenticity of each of the response. This may also involve contacting any of the customers who have been surveyed for this purpose.

2.19 The survey agencies shall retain the records of survey work for at least one year after completion of the last half year work in both soft and hard copy. If representative(s) of TRAI is/are deputed for verification, the survey agency shall extend all cooperation with such representative/s of TRAI in the verification process and he/they shall be supplied with all the information needed for such verification.

2.20 TRAI may also suggest changes to the reporting format at any point of time, in case it feels that such a change is necessary and the survey agency shall carry out such changes in the reporting format without any extra cost or remuneration.

2.21 The report shall also contain a comparative analysis of performance of all the service providers in a licensed service area in tabular form and also in graphic form. Additionally, TRAI may call parameter wise performance report of all the service areas for which the survey has been carried out. A separate report is also required to be submitted for each company/group of companies covering each circle at the end of the year. The report shall also contain an Executive Summary and critical finding along with detailed analysis.

### **3. Deliverables**

3.1 **Progress Report:** The Survey agency shall, at its own cost, compile, prepare and submit, monthly and quarterly progress reports and at such periodic intervals as may be specified by the TRAI on the physical progress of Survey work.

3.2 **Half Yearly Reports:** The Survey agency shall submit half yearly reports in the formats approved by TRAI for the purpose. Three copies of such report covering all service areas/ circles which were surveyed during

the half year shall be submitted to TRAI within the time period given in the delivery schedule under clause 5 below. The soft copies of each report shall also be submitted by the survey agency along with the hard copies. The report shall contain the survey results of basic service (wireline), cellular mobile telephone service and Broadband service of all BSOs, CMSPs and ISPs (as applicable) in each of the service area surveyed during the half year, including executive summary, critical findings and comparison of performance of the service providers on various quality of service parameters / survey items for which Survey work was undertaken during the quarter in a half yearly period.

#### **4. TRAI's Inputs**

4.1 TRAI will make available to the survey agency changes, if any in the existing regulations, directions and orders relevant to the survey work. TRAI will also make available details of contact persons of service providers and such other information requested by the survey agency which is available in TRAI and which is necessary for carrying out the survey work.

4.2 TRAI will make available to the survey agency the licensees in operation and subscriber base of basic telephone service (wireline), cellular mobile telephone service and Broadband service to be taken for sampling purpose for each half yearly period and also changes if any made to the Regulations mentioned in clause 4.1.

4.3 Survey agency shall be responsible for collection of data with respect to subscriber details for all the services i.e Cellular, Basic and Broadband. However, in case the survey agency, after making all efforts, fails to get the details of the subscribers, for conducting the survey, from the service provider, they may make a reference to TRAI and TRAI will intervene in the matter. However, normally a minimum 21 (twenty one)days notice will be given to the service providers by survey agency for supplying large subscriber data from which sample will be taken to cover different items/issues of survey.

#### **5. Delivery Schedule**

<b>S.N o.</b>	<b>Deliverable</b>	<b>Period</b>
1.	Date of award of work as per the contract	D
2.	Submission of sample design and sample reporting formats	D +2 weeks
3.	Submission of final design and reporting formats by the survey agency incorporating modifications and corrections suggested by TRAI	D +4 weeks
4.	Commencement of Survey	D + 4 weeks or next half year*

5.	Submission of first half yearly report	One month from the end of the first half year
6.	Submission of second half yearly report	One month from the end of the second half year
9	Commencement of survey for the first half year for the extended period	From the end of the second half year or any later period as decided by TRAI
10.	Submission of first half yearly report for the extended period, if any	One month from the end of the first half year of extended period
11.	Submission of second half yearly report for the extended period, if any	One month from the end of the second half year of extended period

\*In case the time period, from the date of submission of final design and reporting formats by the survey agency incorporating modifications and corrections suggested by TRAI, as per 3 above, to the end of the half year in which such date of submission of final design and reporting formats falls, is more than three months the survey shall commence from D + 4 weeks. In other cases the survey shall commence from the next half year.

Note:“D” means date of award of work.

### SECTION-III

**A.Schedule for Financial Bid to assess through survey (i) the Implementation and Effectiveness of the various regulations, directions and orders issued by TRAI in the interest of consumers and (ii) the customer perception the service for North Zone**

The survey agency shall submit the Financial Bid in the format given below:

#### **1. Cellular Mobile Telephone Services**

**(Note: Please note that a service area/circle will be surveyed only once in a year. Sample size for survey for each service area and for each service provider refer Annexure-2A and Annexure-2B)**

<b>Sl.</b>	<b>Name of the Service Area</b>	<b>Quotation for the year (Rupees in figures)</b>	<b>Quotation for the year (Rupees in words)</b>
(i)	Delhi (for the cellular mobile telephone service the service area of Delhi includes Ghaziabad, Faridabad, Noida and Gurgaon)		
(ii)	Jammu & Kashmir		
(iii)	Himachal Pradesh		
(iv)	Punjab		
(v)	Haryana		
(vi)	Rajasthan		
(vii)	Uttar Pradesh-East		
(viii)	Uttar Pradesh-West(including Uttarakhand)		
	<b>Total (1)</b>		

## 2. Basic Telephone Service (Wireline)

<b>Sl.</b>	<b>Name of the Service Area</b>	<b>Quotation for the year (Rupees in figures)</b>	<b>Quotation for the year (Rupees in words)</b>
(i)	Delhi (for the cellular mobile telephone service the service area of Delhi includes Ghaziabad, Faridabad, Noida and Gurgaon)		
(ii)	Jammu & Kashmir		
(iii)	Himachal Pradesh		
(iv)	Punjab		
(v)	Haryana		
(vi)	Rajasthan		
(vii)	Uttar Pradesh-East		
(viii)	Uttar Pradesh-West(including Uttarakhand)		
	<b>Total (2)</b>		

## 3. Broadband Service

<b>Sl.</b>	<b>Name of the Service Area</b>	<b>Quotation for the year (Rupees in figures)</b>	<b>Quotation for the year (Rupees in words)</b>
(i)	Delhi (for the cellular mobile telephone service the service area of Delhi includes Gaziabad, Faridabad, Noida and Gurgaon)		
(ii)	Jammu & Kashmir		
(iii)	Himachal Pradesh		
(iv)	Punjab		
(v)	Haryana		
(vi)	Rajasthan		
(vii)	Uttar Pradesh-East		

(viii)	Uttar Pradesh-West (including Uttarakhand)		
	<b>Total (3)</b>		

**Grand Total of all the three services:-**

	<b>Grand Total (1+2+3)</b>		
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**Note1: For each Zone separate EMD of Rs.3,00,000/- is to be furnished.**

**Note2: The Financial Bid shall be inclusive of all taxes, levies and duties including service tax.**

**B. A. Schedule for Financial Bid to assess through survey (i) the Implementation and Effectiveness of the various regulations, directions and orders issued by TRAI in the interest of consumers and (ii) the customer perception the service for South Zone**

The survey agency shall submit the Financial Bid in the format given below:

**1. Cellular Mobile Telephone Services**

**(Note: Please note that a service area/circle will be surveyed only once in a year. Sample size for survey for each service area and for each service provider refer Annexure-2A and Annexure-2B)**

<b>Sl.</b>	<b>Name of the Service Area</b>	<b>Quotation for the year (Rupees in figures)</b>	<b>Quotation for the year (Rupees in words)</b>
(i)	Chennai		
(ii)	Andhra Pradesh,		
(iii)	Tamilnadu (excluding Chennai)		
(iv)	Kerala		
(v)	Karnataka		
	<b>Total (1)</b>		

**2. Basic Telephone Service (Wireline)**

<b>Sl.</b>	<b>Name of the Service Area</b>	<b>Quotation for the year (Rupees in figures)</b>	<b>Quotation for the year (Rupees in words)</b>
(i)	Chennai		
(ii)	Andhra Pradesh,		
(iii)	Tamilnadu (excluding Chennai)		
(iv)	Kerala		
(v)	Karnataka		
	<b>Total (2)</b>		

### 3. Broadband Service

Sl.	Name of the Service Area	Quotation for the year (Rupees in figures)	Quotation for the year (Rupees in words)
(i)	Chennai		
(ii)	Andhra Pradesh,		
(iii)	Tamilnadu (excluding Chennai)		
(iv)	Kerala		
(v)	Karnataka		
	<b>Total (3)</b>		

**Grand Total of all the three services:-**

	<b>Grand Total (1+2+3)</b>		
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**Note1: For each Zone separate EMD of Rs. 3,00,000/- is to be furnished.**

**Note2: The Financial Bid shall be inclusive of all taxes, levies and duties including service tax.**

**C. A. Schedule for Financial Bid to assess through survey (i) the Implementation and Effectiveness of the various regulations, directions and orders issued by TRAI in the interest of consumers and (ii) the customer perception the service for West Zone**

The survey agency shall submit the Financial Bid in the format given below:

**1. Cellular Mobile Telephone Services**

**(Note: Please note that a service area/circle will be surveyed only once in a year. Sample size for survey for each service area and for each service provider refer Annexure-2A and Annexure-2B)**

<b>Sl.</b>	<b>Name of the Service Area</b>	<b>Quotation for the year (Rupees in figures)</b>	<b>Quotation for the year (Rupees in words)</b>
(i)	Mumbai		
(ii)	Maharashtra (including Goa and excluding Mumbai)		
(iii)	Gujarat		
(iv)	Madhya Pradesh (including Chhattisgarh)		
	<b>Total (1)</b>		

**2. Basic Telephone Service (Wireline)**

<b>Sl.</b>	<b>Name of the Service Area</b>	<b>Quotation for the year (Rupees in figures)</b>	<b>Quotation for the year (Rupees in words)</b>
(i)	Mumbai		
(ii)	Maharashtra (including Goa and excluding Mumbai)		
(iii)	Gujarat		
(iv)	Madhya Pradesh (including Chhattisgarh)		
	<b>Total (2)</b>		

### 3. Broadband Service

Sl.	Name of the Service Area	Quotation for the year (Rupees in figures)	Quotation for the year (Rupees in words)
(i)	Mumbai		
(ii)	Maharashtra (including Goa and excluding Mumbai)		
(iii)	Gujarat		
(iv)	Madhya Pradesh (including Chhattisgarh)		
	<b>Total (3)</b>		

**Grand Total of all the three services:-**

<b>Grand Total (1+2+3)</b>		
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**Note1: For each Zone separate EMD of Rs. 3,00,000/- is to be furnished.**

**Note2: The Financial Bid shall be inclusive of all taxes, levies and duties including service tax.**

**D. A. Schedule for Financial Bid to assess through survey (i) the Implementation and Effectiveness of the various regulations, directions and orders issued by TRAI in the interest of consumers and (ii) the customer perception the service for East Zone**

The survey agency shall submit the Financial Bid in the format given below:

**1. Cellular Mobile Telephone Services**

**(Note: Please note that a service area/circle will be surveyed only once in a year. Sample size for survey for each service area and for each service provider refer Annexure-2A and Annexure-2B)**

<b>Sl.</b>	<b>Name of the Service Area</b>	<b>Quotation for the year (Rupees in figures)</b>	<b>Quotation for the year (Rupees in words)</b>
(i)	Kolkata		
(ii)	West Bengal (including Andaman&Nicobar, Sikkim and excluding Kolkata)		
(iii)	Bihar (including Jharkhand),		
(iv)	Orissa		
(v)	Assam		
(vi)	North East which includes Arunachal Pradesh, Meghalaya, Mizorum, Nagaland, Manipur and Tripura.		
	<b>Total (1)</b>		

**2. Basic Telephone Service (Wireline)**

<b>Sl.</b>	<b>Name of the Service Area</b>	<b>Quotation for the year (Rupees in figures)</b>	<b>Quotation for the year (Rupees in words)</b>
(i)	Kolkata		
(ii)	West Bengal (including Andaman & Nicobar, Sikkim and excluding Kolkata)		
(iii)	Bihar (including Jharkhand),		
(iv)	Orissa		

(v)	Assam		
(vi)	North East which includes Arunachal Pradesh, Meghalaya, Mizoram, Nagaland, Manipur and Tripura.		
	<b>Total (2)</b>		

### 3. Broadband Service

Sl.	Name of the Service Area	Quotation for the year (Rupees in figures)	Quotation for the year (Rupees in words)
(i)	Kolkata		
(ii)	West Bengal (including Andaman & Nicobar, Sikkim and excluding Kolkata)		
(iii)	Bihar (including Jharkhand),		
(iv)	Orissa		
(v)	Assam		
(vi)	North East which includes Arunachal Pradesh, Meghalaya, Mizoram, Nagaland, Manipur and Tripura.		
	<b>Total (3)</b>		

#### Grand Total of all the three services:-

<b>Grand Total (1+2+3)</b>		
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**Note1: For each Zone separate EMD of Rs. 3,00,000/- is to be furnished.**

**Note2: The Financial Bid shall be inclusive of all taxes, levies and duties including service tax.**

**SECTION-IV**  
**TECHNICAL PROPOSAL –FORMATS**

The formats for the following are given in Form - 1 to 5 below.

- Form-1      Proposal submission form.
- Form-2      Survey agency's (Firm's) references.
- Form-3      Approach paper on methodology including sample survey design and work plan for performing the assignment.
- Form-4      Composition of the proposed key team and tasks of each team member including supervisor.
- Form-5      Curriculum Vitae of proposed professional staff.

Form-1

**PROPOSAL SUBMISSION FORM (To be submitted on Survey agency's letter head)**

From  
(Name and address of the survey agency)

\_\_\_\_\_  
\_\_\_\_\_

To:  
**Joint Advisor (QOS)**  
**Telecom Regulatory Authority of India,**  
Mahanagar Door Sanchar Bhawan  
JawaharLal Nehru Marg,  
New Delhi-110002

**Subject:** Invitation of bids for undertaking Assessment of Customer Perception of Service through customer satisfaction survey for basic telephone service (wireline);and cellular mobile telephone service; and Broadband service on zonal basis  
**(specify the Zone-----)**

**Sir,**

We, the undersigned offer to provide the survey work services for the above subject in accordance with your tender document. We are hereby submitting our proposal which includes both technical & financial proposals, sealed under separate envelope for the Zone (specify the Name of Zone.....) along with EMD as per the clause 3.0 of section- I of the tender document.

Our proposal is binding upon us and subject to the modifications resulting from contract negotiations.

We understand that you are not bound to accept any bid you receive.

Dated, the.....day of .....2012

Yours faithfully,

Witness:  
Signature.....  
Address.....

Authorised signatory:  
Name and Title of Signatory  
Tel. No.  
Fax No.  
E-mail address

**Form-2**

**SURVEY AGENCY REFERENCES**  
**Work of similar nature carried out in the last five years**  
**that best illustrate experience for eligibility to bid**

Using the format below, provide information on each reference assignment for which your organisation was legally contracted. **(Please attach a copy of the documentary evidence supporting the assignment/experience)**

Assignment	Country
Location within Country	Professional Staff Provided by Your Firm/entity(Profiles):
Name of Client:	No. of Staff:
Address:	No. of Staff-Months; duration of assignment
Start Date (Month/Year): Completion Date (Month/Yr.): Value of Services contracted Rs.	Approx.
Name of Associated Firm, if any	No. of Months of Professional Staff, provided by Associated Firms
Name of Senior Staff (Project Director/Coordinator, Team Leader) involved and functions performed:	
Narrative Description of Project	
Description of Actual Services Provided by Your Staff:	

Authorised signatory:  
Name and Title of Signatory

**Form-3**

**DESCRIPTION OF THE METHODOLOGY INCLUDING SAMPLE  
SURVEY DESIGN AND WORK PLAN  
FOR PERFORMING THE ASSIGNMENT**

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Authorised signatory:  
Name and Title of Signatory

**Form-4**

**COMPOSITION OF THE TEAM PERSONNEL AND  
TASK(S) OF EACH TEAM MEMBER**

**1. Technical/Managerial Staff**

Sl.No	Name	Position	Task
.			
1.			
2.			
3.			
4.			
..			
..			

**2. Support Staff**

Sl.No	Name	Position	Task
.			
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
..			
..			
..			

Authorised signatory:  
Name and Title of Signatory

**Form-5**

**FORMAT OF CURRICULUM VITAE (CV) FOR  
EACH PROPOSED PROFESSIONAL STAFF**

Proposed Position: \_\_\_\_\_  
Name of Firm: \_\_\_\_\_  
Name of Staff: \_\_\_\_\_  
Profession: \_\_\_\_\_  
Date of Birth: \_\_\_\_\_  
Years with Firm/Entity: \_\_\_\_\_ Nationality: \_\_\_\_\_  
Membership in Professional Societies: \_\_\_\_\_  
Detailed Tasks Assigned: \_\_\_\_\_

---

**Key Qualifications:**

*[Give an outline of staff member's experience and training most pertinent to tasks on assignment. Describe degree of responsibility held by staff member on relevant previous assignment and give dates and locations. Use about half a page.]*

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**Education:**

*[Summarize college/ university and other specialized education of staff member, giving names of schools, dates attended, and degrees obtained. Use about one quarter of page]*

**Employment Record:**

*[Starting with present position, list reverse order every employment held. List all positions held by staff member in last 10 years, giving dates, names of employing organizations, titles of positions held, and locations of assignment. Also give types of activities performed and client references, where appropriate. Use about three-quarters of a page].*

---

**Languages:**

*[For each language indicate proficiency: excellent, good fair, or poor; in speaking, reading and writing]*

Certification:

I, the undersigned, certify that to the best of my knowledge and belief, these data correctly describe me, my qualifications, and my experience.

\_\_\_\_\_ Date: \_\_\_\_\_  
***[Signature of staff member]***

Authorised signatory:  
Name and Title of Signatory

**PERFORMANCE BANK GUARANTEE**

(To be stamped in accordance with the Stamp Act of Issuing Bank)

To

The Secretary,  
Telecom Regulatory Authority of India,  
Mahanagar Door Sanchar Bhawan,  
JawaharLal Nehru Marg  
New Delhi – 110002.

WHEREAS ----- (Name and address of the firm) (hereinafter called “the Survey Agency”) has undertaken, in pursuance of the agreement No.----- dated ----- to conduct assessment through survey of (i) the implementation and effectiveness of the various regulations, directions and orders issued by TRAI in the interest of consumers; and (ii) the customer perception of service about the quality of service provided by service providers (hereinafter called “the agreement”).

AND WHEREAS it has been stipulated by you in the said agreement that the survey agency shall furnish you with a Bank Guarantee from a scheduled Bank in India for the sum specified herein as security for compliance with his obligations in accordance with the agreement;

AND WHEREAS we (Insert name and address of Bank) have agreed to give the survey agency such a Bank Guarantee:

NOW THEREFORE we (Insert name of Bank) hereby affirm that we are the Guarantors and responsible to you, on behalf of the survey agency up to a total of -----(amount of guarantee)----- (in words and figures), and we hereby unconditionally, irrevocably and without demur undertake to immediately pay you, upon your first written demand and without cavil or argument any sum or sums within the limits of ----- (amounts of guarantee) as aforesaid without your needing to prove or to show grounds or reasons for your demand for the sum specified therein.

We (Insert name of Bank) hereby waive the necessity of your demanding the said debt from the survey agency before presenting us with the demand.

We (Insert name of Bank) further agree that no change or addition to or other modification of the terms of the agreement or of the works to be performed there under or of any of the contract

documents which may be made between you and the survey agency shall in any way release us from any liability under the guarantee and we hereby waive notice of any such change, addition or modification.

We (Insert name of Bank) further agree that the guarantee herein contained shall remain in full force and effect during the period that would be taken for the performance of the said agreement and that it shall continue to be enforceable till all the dues of TRAI, by virtue of the said agreement have been fully paid and its claims satisfied or discharged and till TRAI, accordingly, discharges this guarantee.

We (Insert name of Bank) lastly undertake not to revoke this guarantee during its currency except with the previous consent of the TRAI in writing.

This guarantee shall be valid upto and including the day of ..... The pendency of any dispute or arbitration or other proceedings shall not affect this guarantee in any manner.

Dated, the.....day of .....2012

SIGNATURE AND SEAL OF THE  
AUTHORISED OFFICER OF THE BANK

Name & Designation of the Officer-----

NAME OF BANK -----

ADDRESS -----

DATE -----

**Note:** The stamp papers of appropriate value shall be purchased in the name of the Bank, who issues the 'Bank Guarantee'.

**DETAILS OF ZONE WISE SERVICE AREA****NORTH ZONE**

Sl	Licensed Service Area and category		Areas covered	Name of licensees	Subscriber base as on March 2012		Consumers sample size for Survey	
					(Service Provider)	Mobile	Basic Wireline	Mobile
1	Jammu & Kashmir	C	Entire area falling within the State of Jammu & Kashmir including the autonomous council of Ladakh.	BSNL	1046435	203969	384	384
				Bharti Airtel	2080761	-	384	-
				Aircel	1629554	-	384	-
				Tata Teleservices	117824	343	384	-
				RCOM.	544408	-	384	-
				Vodafone India ltd	706043	-	384	-
				Sistema Shyam	22	-	-	-
				MTNL	0	-	-	-
				Uninor	165	-	-	-
				Idea	181623	-	384	-
2	Himachal Pradesh	C	Entire area falling within the State of Himachal Pradesh	BhartiAirtel	1840093	-	384	-
				IDEA Cellular	461183	-	384	-
				BSNL	1677576	301845	384	384
				Aircel	717917	-	384	-
				Tata Teleservices	402283	1991	384	384
				RCOM.	1885524	4462	384	384
				Vodafone	453344	-	384	-
				SistemaShyam	127	-	-	-
				Videocon	78241	-	384	-
				Uninor	122	-	-	-
S.Tel	454924	-	384	-				
3	Rajasthan	B	Entire area falling within the State of Rajasthan.	Vodafone India ltd	9378140	90	600	-

				BSNL	5651850	1046625	600	600
				Idea Cellular	4146287	-	600	-
				Bharti Airtel	14388921	146630	600	600
				RCOM.	7710607		600	600
						25922		
				Tata Teleservices	3751289		600	600
				Aircel	1710143	-	600	-
				Loop	421	-	-	-
				Videocon	10832	-	600	-
				Etisalat	18756	-	600	-
				Uninor	903	-	-	-
				Sistema Shyam	2391815		600	600
						46659		
4	Punjab	B	Entire area falling within the State of Punjab and Union territory of Chandigarh.	HFCL	1329910	200432	600	600
				Loop	145	-	-	-
				Idea	5443540	-	600	-
				Bharti Airtel	6951290	39257	600	600
				Vodafone India Ltd.	4534702	90	600	-
				BSNL	4687337	1089917	600	600
				RCOM	4956519	31266	600	600
				Uninor	606	-	-	-
				Aircel	912849	-	600	-
				Etisalat	8986	-	600	-
				Sistema Shyam	891	-	-	-
				Videocon	0	-	-	-
				Tata Teleservices	3125320	15072	600	600
5	Haryana	B	Entire area falling within the State of Haryana except the local areas served by Faridabad and Gurgaon telephone exchanges.	IDEA Cellular	3767079	-	600	-
				Vodafone India ltd	4451590	-	600	-
				BSNL	2998922	542975	600	600
				Bharti Airtel	2433163	23891	600	600
				RCOM	4261883	4969	600	600
				Tata	2884838	20046	600	600

				Teleservices				
				Aircel	606727	-	600	-
				Loop	88	-	-	-
				Videocon	925500	-	600	-
				Etisalat	7161	-	600	-
				Uninor	432	-	-	-
				Sistema Shyam	220922	-	600	-
5	Delhi	Metro	Local Areas served by Delhi, Ghaziabad, Faridabad, Noida, and Gurgaon Telephone Exchanges	Bharti Airtel	8748943	1079056	1067	1067
				Vodafone India ltd	8623098	7740	1067	1067
				MTNL	2885959	1563034	1067	1067
				IDEA Cellular	4764047	-	1067	-
				Tata Teleservices	4570698	79752	1067	1067
				Aircel	2523574	-	1067	-
				RCOM	8770233	183355	1067	1067
				Etisalat	423731	-	1067	-
				Sistema Shyam	1179004	-	1067	-
6	Uttar Pradesh – East	B	Entire area covered by Eastern Uttar Pradesh with the following as its boundary districts towards Western Uttar Pradesh: Shahjahanpur, Farrukhabad, Kanpur and Jalaun.	Bharti Airtel	14693835	24252	600	600
				Vodafone India ltd	14934620	-	600	-
				Idea Cellular	7660386	-	600	-
				BSNL	10116763	1167606	600	600
				Aircel	2612007	-	600	-
				RCOM.	12815136	40811	600	600
				Tata Teleservices	4647678	13375	600	600
				Uninor	7022779	-	600	-
				Videocon	16712	-	600	-
				Etisalat	25300	-	600	-
				Sistema Shyam	529153	-	600	-
7	Uttar Pradesh- West	B	Entire area covered by Western Uttar Pradesh with the following as its boundary districts	Vodafone India ltd	9534452	-	600	-
				IDEA Cellular	10314303	-	600	-

		towards Eastern Uttar Pradesh : Pilibhit, Bareilly, Badaun, Etah, Mainpuri and Etawah. It will exclude the local telephone area of Ghaziabad and Noida. However, it will also include the newly created State of Uttaranchal pursuant to the Uttar Pradesh Re-organisation Act, 2000 (No.29 of 2000) dated 25 <sup>th</sup> August, 2000.	BSNL	4800137	759356	600	600
			Bharti Airtel	6646966	-	600	-
			Aircel	2194619	-	600	-
			RCOM	9891891	5477	600	600
			Tata	4671999	7751	600	600
			Sistema Shyam	540239	-	600	-
			Etisalat	20346	-	600	-
			Videocon	8477	-	600	-
			Loop	8	-	-	-
			Uninor	5013924	-	600	-

**SOUTH ZONE**

Sl	Licensed Service Area and category		Areas covered	Name of licensees	Subscriber base as on 31 <sup>st</sup> March 2012		Consumers sample size for Survey	
				(Service Provider)	Mobile	Basic Wireline	Mobile	Basic Wireline
1	Andhra Pradesh	A	Entire area falling within the State of Andhra Pradesh.	IDEA Cellular	9985448	-	1067	-
				Bharti Airtel	18282922	125358	1067	1067
				BSNL (GSM)	9020241	1970060	1067	1067
				BSNL (CDMA)				
				Vodafone India ltd	6379503	780	1067	-
				RCOM	96472249	889660	1067	1067
				Aircel	1582293	-	1067	-
				Tata Teleservices	76967911	175835	1067	1067
				Videocon	10933	-	1067	-
				Sistema shyam	655133	-	1067	-
				Etisalet	16217	-	1067	-
				Unitech	3724608	-	1067	-
2	Karnataka	A	Entire area falling within the State of Karnataka	Bharti Airtel	153960479	490490	1067	1067
				BSNL (GSM)	69614688	1963247	1067	1067
				BSNL (CDMA)				

				Vodafone India ltd	6767428	1620	1067	-
				RCOM	8158890	110636	1067	1067
				Systema Shyam	2180666	-	1067	-
				Aircel	1221163	-	1067	-
				Unitech	2084904	-	1067	-
				IDEA Cellular	5668560	-	1067	-
				Etisalet	14240	-	1067	-
				Videocon	111896	-	1067	-
				Loop	653	-	-	-
				Tata Teleservices	7301134	125082	1067	1067
3	Kerala	B	Entire area falling within the State of Kerala and Union Territory of Lakshadeep and Minicoy.	Idea Cellular	7442315	-	600	-
				Vodafone India ltd	5853924	-	600	-
				BSNL (GSM)	7112450	3065384	600	600
				BSNL (CDMA)				
				Bharti Airtel	3532664	55778	600	600
				Tata Teleservices	2452586	12336	600	600
				Dishnet	1832283	-	600	-
				Unitech	700122	-	600	-
				RCOM.	4290886	562968	600	600
				Etisalet	5435	-	600	-
				Videocon	153351	-	600	-
			Sistema shyam	640096	-	600	-	
4	Tamilnadu (incl Chennai)	A	Entire area falling	Vodafone India ltd	12317698	720	1067	-

			within the State of Tamilnadu and Union Territory of Pondichery excluding the areas covered by Chennai Metro Service Area.	Aircel	21651967	-	1067	-
				IDEA Cellular	2120156	-	1067	-
				Unitech	2143260	-	1067	-
				BSNL	9722314	24963352	1067	1067
				Bharti Airtel	13385887	388442	1067	1067
				RCOM	8780985	148173	1067	1067
				Sistema Shyam	1728581	-	1067	-
				Etisalet	13448	-	1067	-
				Videocon	1276541	-	1067	-
				Tata Teleservices	4537493	64626	1067	1067

**WEST ZONE**

Sl	Licensed Service Area and category		Areas covered	Name of licensees	Subscriber base as on 31st March, 2012		Consumers sample size for Survey	
				(Service Provider)				
					Mobile	Basic Wireline	Mobile	Basic Wireline
1	Maharashtra	Maharashtra	Entire area falling within the State of Maharashtra and Union Territory of Goa, excluding areas covered by Mumbai Metro Service Area.	Vodafone India ltd	12951300	270	1067	-
				IDEA Cellular	15174315	-	1067	-
				BSNL	6226065	2240187	1067	1067
				BhartiAirtel	9840242	330903	1067	1067
				RCOM	10957137	102093	1067	1067
				Tata Teleservices	8702113	233342	1067	1067
				SistemaShyam	735759	-	1067	-
				Etisalat	15568	-	1067	-
				Videocon	13118	-	1067	-
				Loop	413	-	-	-
				Uninor	4610448	-	1067	-
Aircel	1242907	-	1067	-				

2	Mumbai	Mumbai	Local Areas served by Mumbai, New Mumbai and Kalyan Telephone Exchanges	Loop Mobile India	3261069	-	1067	-
				Vodafone India ltd	5802365	5760	1067	1067
				MTNL	2946439	1894695	1067	1067
				Bharti Airtel	3729476	105683	1067	1067
				Idea	2850249	-	1067	-
				RCOM	8769707	231160	1067	1067
				Tata Teleservices	4644191	547664	1067	1067
				Aircel	1226795	-	1067	-
				Videocon	925437	-	1067	-
				Etisalat	143732	-	1067	-
				Uninor	1461112	-	1067	-
Sistema Shyam	524083	-	1067	-				
3	Gujarat	A	Entire area falling within the State of Gujarat and Union Territory of Daman and Diu, Silvassa (Dadra & Nagar Haveli).	Vodafone India ltd	16006620	30	1067	-
				IDEA Cellular	8202321		1067	-
				BSNL	4232626	1598630	1067	1067
				Bharti Airtel	6910061	55259	1067	1067
				RCOM	8413551	109190	1067	1067
				Sistema	157323	-	1067	-
				Uninor	3731428	-	1067	-
				Loop	73	-	-	-
Videocon	1222364	-	1067	-				

				Etisalat	16840	-	1067	-
				Aircel	686314	-	1067	-
				Tata Teleservices	3742365	67788	1067	1067
4	Madhya Pradesh	B	Entire area falling within the re-organised State of Madhya Pradesh as well as the newly created State of Chattisgarh pursuant to the Madhya Pradesh Reorganisation Act, 2000 (No:28 of 2000) dated 25 <sup>th</sup> August, 2000.	BSNL	4819853	851068	600	600
				BhartiAirtel	9671545	311302	600	600
				RCOM	12227971	34574	600	600
				Vodafone	4106915	30	600	-
				Aircel	934803	-	600	-
				Uninor	1076	-	600	-
				Sistema	2324	-	600	-
				Videocon	1243694	-	600	-
				Loop	307	-	*	-
				Etisalat	35557	-	600	-
				Idea	13737890	-	600	-
				Tata Teleservices	4840432	11893	600	600

**EAST ZONE**

Sl	Licensed Service Area and category		Areas covered	Name of licensees	Subscriber base as on 31 <sup>st</sup> March, 2012		Consumers sample size for Survey	
					(Service Provider)	Mobile	Basic Wireline	Mobile
1	Assam	C	Entire area falling within the State of Assam.	Bharti Airtel	3683492	-	384	-
				Vodafone India ltd	2148285	-	384	-
				BSNL	1265379	227229	384	384
				Aircel	3709165	-	384	-
				Idea	312629	-	384	-
				Tata Teleservices	127909	2625	384	-
				Loop	325	-	-	-
				Stel	79992	-	384	-
				Sistema Shyam	1193	-	-	-
				Reliance Telecom	2879433	-	384	-
				Uninor	273	-	-	-
2	North East	C	Entire area falling within the States of Arunachal Pradesh, Meghalaya, Mizoram, Nagaland, Manipur and Tripura.	BSNL	1616348	252129	384	384
				Bharti Airtel	2277584	-	384	-
				Aircel	2422955	-	384	-

				Vodafone India Ltd	913301	-	384	-
				Idea	203645	-	384	-
				Loop	41	-	-	-
				Stel	32083	-	384	-
				Sistema Shyam	174	-	-	-
				Tata Teleservices	75173	244	384	-
3	West Bengal	B	Entire area falling within the Union Territory of Andaman & Nicobar Islands and area falling within the State of West Bengal and the State of Sikkim excluding the areas covered by Kolkata Metro Service Area.	Bharti Airtel	9158539	-	600	-
				Reliance Telecom	5748865	2227	600	-
				BSNL – (GSM)	3598434	672411	600	600
				Tata Teleservices	2905712	6041	600	600
				RCOM.	2034025	-	600	-
				Vodafone India Ltd	11712242	-	600	-
				Sistema Shyam	1836427	-	600	-
				Aircel	3101066	-	600	-
				Uninor	3934556	-	600	-
				Videocon	20281	-	600	-
				Idea	1836427	-	600	600

4	Bihar & Jharkhand	C	Entire area falling within the re-organised State of Bihar and newly created State of Jharkhand pursuant to the Bihar Reorganisation Act, 2000 (No.30 of 2000) dated 25 <sup>th</sup> August, 2000.	Reliance Telecom	6015443	4859	384	-
				IDEA Cellular	5724011		384	-
				BSNL	6134678	595139	384	384
				RCOM	3586327	-	384	384
				Bharti Airtel	17441979	-	384	-
				Tata Teleservices	4964805	10325	384	384
				Vodafone	6003373	-	384	-
				Aircel	5263373	-	384	-
				S.Tel	2029624	-	384	-
				Uninor	4664653	-	384	-
				Loop	364	-	-	-
				Etisalat	16974	-	384	-
				Videocon	20094	-	384	-
Sistema Shyam	1615323	-	384	-				
5	Orissa	C	Entire area falling within the State of Orissa.	Reliance Telecom	3797051	-	384	-
				BSNL	4444614	451480	384	384
				IDEA Cellular	1015556	-	384	-
				BhartiAirtel	6326761	-	384	-

5	Orissa	C	Entire area falling within the State of Orissa.	RCOM.	820489	7143	384	384
				Tata Teleservices	2517296	7170	384	384
				Vodafone India ltd	2562064	30	384	-
				Aircel	2909901	-	384	-
				S.Tel	833665	-	384	-
				Loop	965	-	-	-
				Sistema Shyam	580	-	-	-
				Videocon	10673	-	384	-
				Uninor	1379320	-	384	-
6	Kolkata	Metro	Local Areas served by Calcutta Telephones.	BhartiAirtel	3863693	93648	1067	1067
				Vodafone India ltd		690	1067	-
				BSNL	2426278	975123	1067	1067
				Aircel	1880204	-	1067	-
				Reliance Telecom	3120591	81175	1067	1067
				Tata Teleservices	3064748	32225	1067	1067
				Sistema Shyam	863204	-	1067	-
				Idea	1324453	-	1067	-
				Loop	2369	-	1067	-
				Uninor	1957168	-	1067	-
RCOM	2158943	-	1067	1067				

**Note (1) : The subscriber base may vary. Agency shall have to verify these data at the time of survey.**

**Note (2) \* : Sample size to be decided later on.**

## Broadband Subscriber Base

S. No.	ISPs	Service Area	Subscribers Base (March' 12)	Consumers sample size for Survey
1	<b>BSNL</b>	Andhra Pradesh, Assam, Bihar, Chhattisgarh, Chennai, Gujarat, Haryana, Himachal Pradesh Jammu & Kashmir, Jharkhand, Karnataka, Kerala, Kolkata, Maharashtra, Madhya Pradesh, NEI NEII, Orissa Punjab, Rajasthan, Tamilnadu, UP East, UP West, Uttaranchal, WB, A&N	8910610	Nx1067(Metro &A) + Nx600 (B) +Nx384(C)
2	<b>MTNL</b>	Delhi, Mumbai	1043637	NX1067
3	<b>Airtel</b>	Andhra Pradesh, Delhi, Gujarat, Haryana, Karnataka, Kerala, Kolkata, Madhya Pradesh, Maharashtra, Mumbai, Punjab, Rajasthan, Tamilnadu, UP East, UP West	1359817	Nx1067(Metro &A) + Nx600 (B) +Nx384(C)
4	<b>Tata Communication</b>	Andhra Pradesh, Assam, Delhi & NCR, Gujarat & Daman & Du, Haryana, Himachal Pradesh, Jammu & Kashmir, Karnataka, Kerala & Lakshadweep, Madhya Pradesh & Chhattisgarh, Maharashtra & Goa, Mumbai, North Eastern, Orissa, Punjab, Rajasthan,	97719	Nx1067(Metro &A) + Nx600 (B) +Nx384(C)

		Tamilnadu& Pondicherry, Uttar Pradesh _East, UttarPradesh-West, West Bengal, Kolkata, Bihar & Jharkhand		
<b>5</b>	<b>Hathway</b>	Andhra Pradesh, Delhi, Gujarat, Haryana, Karnataka, Maharashtra, Punjab, Tamilnadu, Uttar- Pradesh, Chhatisgarh, Goa	359928	Nx1067(Metro &A) + Nx600 (B) +Nx384(C)
<b>6</b>	<b>You Broadband</b>	All India, Andhra Pradesh, Gujarat, Haryana, Karnataka, Maharashtra, Tamilnadu	374815	Nx1067(Metro &A) + Nx600 (B) +Nx384(C)
<b>7</b>	<b>Sify</b>	All India	58407	Nx1067(Metro &A) + Nx600 (B) +Nx384(C)
<b>8</b>	<b>Reliance</b>	All India	189660	Nx1067(Metro &A) + Nx600 (B) +Nx384(C)
<b>9</b>	<b>Asia Net</b>	Kerala	102375	1x600 (B)
<b>10</b>	<b>Quadrant Televentures</b>	Punjab	101008	1x600
<b>11</b>	<b>Ortel</b>	Orissa	52783	1x384
<b>12</b>	<b>Tata Teleservices</b>	Maharashtra & Goa	111128	1x1067
<b>13</b>	<b>Alliance</b>	Kolkata	14725	Nx1067
<b>14</b>	<b>Spectra Net</b>	All India (Delhi, Bangalore & Mumbai)	32540	Nx1067(Metro &A) + Nx600 (B) +Nx384(C)
<b>16</b>	<b>Beam Cables</b>	Hyderabad	201451	Nx1067(Metro &A) + Nx600 (B) +Nx384(C)

<b>15</b>	<b>Syscon Infoway</b>	Maharashtra	66386	Nx1067(Metro &A) + Nx600 (B) +Nx384(C)
<b>17</b>	<b>Tikona Digital Networks Pvt Ltd</b>	Mumbai	276891	Nx1067(Metro &A) + Nx600 (B) +Nx384(C)
<b>18</b>	<b>D-Vois Broadband Pvt. Ltd.</b>	Hyderabad	51013	Nx1067(Metro &A) + Nx600 (B) +Nx384(C)
<b>19</b>	<b>Indusland Media &amp; Communications Ltd</b>	All India	28118	Nx1067(Metro &A) + Nx600 (B) +Nx384(C)
<b>20</b>	<b>Five Network Solution(India) Ltd</b>	All India	45010	Nx1067(Metro &A) + Nx600 (B) +Nx384(C)
<b>21</b>	<b>Zylog Systems India Ltd.</b>	RoTN, Chennai, Andhra Pradesh, Karnataka, Punjab, Gujarat	27038	Nx1067(Metro &A) + Nx600 (B) +Nx384(C)
<b>22</b>	<b>Softeng Computers Pvt Ltd.</b>	All India	25175	Nx1067(Metro &A) + Nx600 (B) +Nx384(C)
<b>23</b>	<b>Broadband Pacenet (I) Pvt. Ltd.</b>	Mumbai	35817	Nx1067(Metro &A) + Nx600 (B) +Nx384(C)
<b>24</b>	<b>ChandranetPvt Ltd</b>	Gujarat	26796	Nx1067(Metro &A) + Nx600 (B) +Nx384(C)
<b>25</b>	<b>Rajesh Multichannel</b>	Mumbai	13519	Nx1067(Metro &A) + Nx600 (B) +Nx384(C)

<b>26</b>	<b>Gujarat Telelink Pvt. Ltd.</b>	Gujarat	17733	Nx1067(Metro &A) + Nx600 (B) +Nx384(C)
<b>27</b>	<b>Vasai Cable Pvt Ltd.</b>	Mumbai	12148	Nx1067(Metro &A) + Nx600 (B) +Nx384(C)
<b>28</b>	<b>Wishnet Pvt. Ltd</b>	Kolkata	12505	Nx1067(Metro &A) + Nx600 (B) +Nx384(C)
<b>29</b>	<b>Noida Software Technology Park Ltd</b>	All India	15311	Nx1067(Metro &A) + Nx600 (B) +Nx384(C)
<b>30</b>	<b>Meghbela cable &amp; Broadband Ser(p) Ltd.</b>	Kolkata	10782	Nx1067(Metro &A) + Nx600 (B) +Nx384(C)

**Note: 'N' denotes number of telecom circles in Metro, Category A, B and C where the Broadband Service Provider is providing services. Survey agency shall first obtain from Broadband Service Provider's Central ISP Node total number of subscribers in each circle and work out the samples as per the criteria laid down in clause 2.9 of the Section-II.**