

**GOVERNMENT OF INDIA
MINISTRY OF COMMUNICATIONS
DEPARTMENT OF TELECOMMUNICATIONS**

**RAJYA SABHA
UNSTARRED QUESTION NO. 1456
TO BE ANSWERED ON 12TH FEBRUARY, 2026**

ATTRACTING GEN Z TOWARDS BSNL SUBSCRIPTION

1456 SHRI SAMIK BHATTACHARYA:

Will the Minister of Communications be pleased to state:

- (a) the percentage of BSNL subscribers who are below the age of 30, State-wise and how it compares with private telecom operators;
- (b) whether BSNL has launched any specific initiatives or campaigns to attract Gen Z customers in India, especially in Kolkata and if so, the details thereof;
- (c) the steps being taken by BSNL to integrate Over-The-Top (OTT) services into its offerings, such as bundled streaming subscriptions, to appeal to younger users; and
- (d) how BSNL is leveraging social media platforms, digital marketing and collaborations with educational institutions to engage with and attract younger demographics?

ANSWER

**MINISTER OF STATE FOR COMMUNICATIONS AND RURAL DEVELOPMENT
(DR. PEMMASANI CHANDRA SEKHAR)**

- (a) The Circle-wise details of BSNL subscribers below the age of 30 are attached as **Annexure-I**.
- (b) to (d) BSNL has launched BiTV on Mobile with around 300 Channels and IFTV service through Bharat Fibre. Add-on facility is available for OTT services.

BSNL introduces specific Special Tariff Vouchers (STV) for the Gen Z customers from time to time which caters to the Gen-Z segment. Additionally, to attract Gen Z customers across country including Kolkata, BSNL has taken various initiatives i.e. Bharat fibre connections, Wi-Fi Roaming Services, stall installation at Book fair, social media campaign, advertising through various Flyers/Video related to Plans/Tariffs/ services/events. etc. Reels and creative content highlighting student-specific plans and offers launched by BSNL for the younger generation are regularly shared across social media platforms such as Facebook, Instagram, Twitter and YouTube.

Annexure-I of Rajya Sabha Unstarred Question No. 1456 for 12.02.2026.

Circle-wise details of BSNL subscribers below the age of 30, as on 03.02.2026

Sl. No.	Telecom Circle	Subscribers below the age of 30	Total subscribers	Percentage
1	Andaman & Nicobar	74807	363373	20.59
2	Andhra Pradesh	1020243	5055897	20.18
3	Assam	457409	2794867	16.37
4	Bihar	1590631	4563639	34.85
5	Calcutta	587877	2563999	22.93
6	Chennai	179082	1175945	15.23
7	Chhattisgarh	576693	1978384	29.15
8	Delhi	462	2691	17.17
9	Gujarat	789610	2925431	26.99
10	Haryana	1068727	4373889	24.43
11	Himachal Pradesh	364155	1675324	21.74
12	Jammu & Kashmir	154872	770876	20.09
13	Jharkhand	631715	2139822	29.52
14	Karnataka	826244	4294838	19.24
15	Kerala	863850	7276741	11.87
16	Madhya Pradesh	934769	2686489	34.80
17	Maharashtra	1100765	4472383	24.61
18	Mumbai	220	3649	6.03
19	NE-I	182406	1143405	15.95
20	NE-2	127340	716299	17.78
21	Odisha	1271957	5226832	24.34
22	Punjab	820108	4020322	20.40
23	Rajasthan	1820424	5191951	35.06
24	Sikkim	8861	25291	35.04
25	Tamil Nadu	1111029	7835705	14.18
26	Telangana	526621	1994020	26.41
27	UP East	2805021	7695097	36.45
28	UP West	1305106	3577807	36.48
29	Uttaranchal	418522	1322485	31.65
30	West Bengal	525051	2179878	24.09
	Total	22144577	90047329	24.59
