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BSNL launches Bharat Berry push e-mail service

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NEW DELHI: State-owned Bharat Sanchar Nigam Ltd (BSNL) Monday tied up with [Bharat Berry](#) Technologies to provide push e-mail services to all its mobile subscribers of all circles in India.

"After the successful launch of its [Bharat Berry services](#) with [MTNL Delhi](#) and [MTNL Mumbai](#) a couple of months back, now Bharat Berry services will be available for all [BSNL](#) GSM mobile subscribers across India," BSNL said.

Push e-mail provides an always on capability by which new e-mails are actively transferred. The mobile communication service Bharat Berry works with most of the mobile phones and provides an advanced push mail with over the air backup of the user's contacts, tasks, calendar and notes.

BSNL in alliance with Bharat Berry is targeting this service for all range of handsets carrying [BlackBerry](#), Symbian, [Android](#), Windows Mobile and J2ME which will cover all major mobile handsets.

"As the mobile data connectivity is improving and data usage is growing, more and more customers are looking for push e-mail solution on their mobile handsets as a productivity tool and as a means to remain connected," said R.K. Upadhyay, chairman and managing director, BSNL.

"This BSNL and Bharat Berry partnership will provide its customers with an easy to use, cost effective solution for their mobile push e-mail requirements," he added.

To subscribe to this service, any existing BSNL GSM mobile subscriber can send an SMS with "SUB BB" on 51123 and follow basic steps to activate this service.

For enabling access to all services, including e-mails and PIM (personal information manager), sync users will be charged Rs.80 a month for the combo pack while the individual services will be available for Rs.50 each per month for both pre-paid and post-paid GSM customers.

"Majority of the population is still in villages and lots of Indians do not have access to a laptop and PC and it is impossible for them today to secure their mobile contacts. Now with Bharat Berry, they need not worry and without having a PC or laptop they can still be assured that their data is in a secure place in less than Rs.2 per day," said Ajay Data, founder and chief executive officer, Bharat Berry.

The service is available for 2G as well as 3G customers.

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