



No: 9-43/2012-P&P-CM

Dated: 8/8/2012

To

The Chief General Managers  
All Telecom Circles / Telecom Metro Districts

**Sub: Sale of BSNL 3G USB Data Dongles {3.6 Mbps} to M/s Pantel to bundle with Penta TPad with Educational content- regarding**

BSNL has signed an agreement for reverse bundling with M/s PTPL on 9/2/2012 for sale of BSNL's SIM cards bundled with PTPL's TPADS. M/s PTPL has proposed to launch Penta TPad bundled with BSNL 3G Data Card and educational content. M/s PTPL will procure BSNL data card from the circles. The following has been approved by the competent authority.

1. The Cost of 3G Data Dongle {3.6 Mbps} for PTPL will be **Rs1152/- per unit.**
2. PTPL will purchase **50 K units** of 3G Data Dongles in lots of atleast 5K units from circles. PTPL will pay upfront Rs600/- per unit and for the remaining amount (Rs 552/-), M/s PTPL shall give Post Dated Cheques { **PDC**} of 60 days backed by Bank guarantee equal to that of PDC amount valid for 120 days. The PDC shall be encash two months after the initial payment by the Circle. In case the cheques bounce the BG may be encashed to recover the cost besides taking action as per rules for bounce of Cheques.
3. Customer who will purchase the bundled device (**tablet + BSNL 3G Dongle**) will be a post paid customer. **FMC = Rs 500, Free data = 4 GB, Base Plan = Post paid General.**
4. PTPL will raise the PO to the circle having Data cards. The circle will receive the upfront amount of Rs 600/ per unit and PDC with BG as specified above. The circle will then issue the data cards.
5. M/s PTPL will sell Data dongles along with Penta TPad to the Customers free of cost and the cost of the dongle will be included in the cost of the Penta T Pad. PTPL will pack the 3G data dongles with its TPADS and mention about the BSNL offer etc on the Packaging Box.
6. PTPL will receive 2 months rental from the customer against the cost of Data card in advance. Against this payment of two months rental, the customer will get 3<sup>rd</sup> month free.

7. For activation of the post paid plan, the customer may approach BSNL CSC, Franchise or its retailers. The commission will be as per the existing policy.
8. Circles will sell 3G data dongles to PTPL from one Point of sale to M/s PTPL/ PTPL's authorized representative.
9. BSNL shall have no liability towards marketing activity. Marketing will be done by M/s PTPL. BSNL will approve the marketing creative.
10. M/s PTPL will get prior approval of marketing creative's from BSNL Corporate Office.
11. BSNL reserves the right to terminate this arrangement at any time without assigning any reason thereof.



Ashutosh Gupta  
Addl GM (PD-CM)

**Copy to:** - Shri V.Prakash, M/s PTPL for information and n/a pl.