

Room No.610, Products & Pricing-Consumer  
Mobility, Bharat Sanchar Bhawan,  
New Delhi-1  
Tel No: 23327727

NO: 9-63/2014-P&P-CM

dated: 1/9/2014

31/9/14

To,

The Chief General Managers  
Gujarat, Maharashtra, MP, Chhattisgarh  
AP, Karnataka, Kerala, Tamilnadu Telecom Circles,  
Chennai Telecom District

**Subject: Agreement with M/s Champion Computers Pvt. Ltd (CCPL) for sale of BSNL mobile services bundled with M/s CCPL's devices.**

**1. Agreement:-**

(i) BSNL has signed an agreement on 8/8/2014 with M/s Champion Computers Pvt. Ltd for sale of BSNL's mobile services bundled with CCPL's products mentioned in table at (iii). The terms and conditions of the proposal for reverse bundling has been finalized and mentioned in the agreement. All field units are requested to take necessary action to bundle the Device Bundling Coupons with devices as per the process.

(ii) Product offered by M/s CCPL for reverse bundling:

- a) Tablets
- b) Smartphones
- c) Feature Phone

(iii) Empanelled models:

S.No.	Product	Model
1.	Tablet	a) Wtab 7.4 b) DM 6513
2.	Smartphone	a) Trendy 531 b) SM 3512 c) SM3513
3.	Feature Phone	a) SQ 181 b) SQ 241 c) SQ 281

**2. Procurement and sale of Devices:** Vendor is free to utilize BSNL's distribution channel in addition to its own distribution channel. The commercial arrangement between franchisees & CCPL shall be the responsibility of CCPL.

### 3. BSNL's/Vendor's Distribution Channel-

BSNL's franchisees and Vendor's distributors will purchase GSM devices directly from the vendor at the mutually agreed rates. They will sell these devices to end customer as per prevailing market rate only after bundling the specified Device Bundling Coupons with it.

4. **After sale service:** The vendor will be responsible for the warranty & after sale service of bundled devices as per the terms and conditions mentioned in the reverse bundling agreement. In this regard, details of after Sales Service Centers (ASCs) will be provided by the Vendor at points of sale and also in BSNL call centers.

### 5. Commission Structure:

Commission for the sale of devices will be paid by the Vendor to BSNL franchisees / its own franchisees directly. However, BSNL's distribution channel will get the applicable commission/discount as per the Sale & distribution policy for sale & activation of BSNL mobile services. However, if distribution channel of Vendor work as retailer of BSNL's franchisee, applicable retailer commission should be extended by BSNL's franchisee in such cases.

### 6. Process of Bundling Devices:-

- I. Device Bundling Coupons with BSNL offer will be purchased by M/s CCPL from any one Circle of BSNL Zone and bundled with its devices as per the branding guidelines as per the letter no 9-6/2013-P&P-CM, dated:27/8/2013 and subsequent amendments, if any. BSNL offer etc should be mentioned outside the Package by putting a sticker.
- II. These Devices will be distributed by CCPL to its distribution channel for selling to the customers.
- III. The packaging, branding, customization, network setting will be the responsibility of M/s CCPL.
- IV. Circles will sell the quantity of Device Bundling Coupons as per the demand made by CCPL and as per the guidelines issued by the Corporate Office.
- V. M/s CCPL will not use BSNL brand name and logo on CCPL's devices and on the packaging box. However, M/s CCPL can use the BSNL logo on the sticker of freebies offered by BSNL.

### 7. Monitoring and Control/SPOC:

The Marketing/sales Cell of Circles will be responsible for monitoring the performance of sale of bundled devices. Product & Pricing unit of BSNL Corporate Office will have ownership of devices bundling at corporate Office.

8. **Tariff:** Tariff will be applicable as per the guidelines issued by the Corporate Office from time to time.



9. General:-

Circles will allow M/s CCPL to put advertising banners, posters, hoardings in BSNL customer cares, exchanges and BSNL offices to promote BSNL & CCPL combo offers. Design of these will be approved by concerned Circles. Expenses towards advertising banners, hoardings posters etc will be borne by M/s CCPL.

10. BSNL Nodal Officer: - GM(S&M) shall be Nodal officer in the Circle from BSNL side.

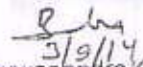
11. Nodal Officer at Corporate Office:-

S.NO.	Name	Contact No.	E-mail id.
1	Shri R.S.Sharma DM(P&P-CM)	Ph. : 011-23329707 Mob.9968071300	sharmars1370 @rediffmail.com

12. Nodal Officer of Vendor: The Nodal Officer of the vendor is as given below:

S.NO.	Name	Contact No.	E-mail id.
1	Kapil Wadhwa	011- 40401234 Mob : 9312631616	kapil@championindia.com

This issues with the approval of competent authority.

  
3/9/14  
Bhuwanendra Kumar  
DGM (P&P-CM)

Encl:

a) Agreement with M/s CCPL

Copy to: Shri Kapil Wadhwa, Director, M/s CCPL for information and necessary action  
pl.