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Product & Pricing-Consumer Mobility,
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भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)
BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

No: 9-44/2012-P&P-CM (pt-I)

Dated: 1/9/2014

To

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

SUB: Device Bundling Coupons for Smartphones, Tablets & Feature Phones for West Zone and South Zone

Competent authority has approved the below mentioned Device Bundling Coupons for Smartphones, Tablets & Feature phones sold under reverse bundling scheme by Bundling Partners.

A. Device Bundling Coupon: - Price - Rs300 /-{Exclusive of Service Tax}

- a.Applicability for product bundled:- **Smartphones & Tablets**
b.Freebies offered:-

S.No.	Particulars	Details
I.	Free data	500MB Data Per Month for 12 months
II.	Plan activation through exiting plan Voucher	Any prepaid general plan
III.	Validity of freebies	12 months from the date of activation
IV.	Applicability for bundling partners	All Bundling Partners having Device Bundling agreement with BSNL

B. Device Bundling Coupon:- Price- Rs151/- {Exclusive of Service Tax}

- i) Applicability for product bundled:- **Smartphones & Tablets**
ii) Freebies offered:-

S.No.	Particulars	Details
a)	Free data	250MB Data per Month for 12months
b)	Plan activation through exiting plan Voucher	Any prepaid general plan
c)	Validity of freebies	12 months from the date of activation
d)	Applicability for bundling partners	All Bundling Partners having Device Bundling agreement with BSNL

C. Device Bundling Coupon: - Price- Rs201/- {Exclusive of ServiceTax}

- i) Applicability for product bundled:- **Smartphones**
ii) Freebies offered:-

S.No.	Particulars	Details
a.	Free data	250MB Data Per Month for 12 months
b.	Free Voice calls{On-Net}	100 minutes per month for 12 months
c.	Plan activation through exiting plan Voucher	Any prepaid general plan
d.	Validity of freebies	12 months from the date of activation
e.	Applicability for bundling partners	All Bundling Partners having Device Bundling agreement with BSNL


D. Device Bundling Coupon: - Price- Rs50/- {Exclusive of ServiceTax}

- a) Applicability for product bundled:- Feature Phones
b) Freebies offered:-

S.No.	Particulars	Details
I.	Free Voice Call (On-Net)	100 Minutes per month for 6 months
II.	Plan activation through exiting plan Voucher	Any prepaid general plan
III.	Validity of freebies	6 months from the date of activation
IV.	Applicability for bundling partners	All Bundling Partners having Device Bundling agreement with BSNL

- The above free data is to be allowed at the time of activation only. The freebies offered with plan voucher will be added with the freebies offered with the Device Bundling Coupon and to be consumed within the period mentioned in the table from the date of activation.
- The device Vendor has to put a Device Bundling Coupon in the box containing the freebies offered by BSNL.
- The above Device Bundling Coupons will be applicable with effect from 5/9/2014 for 90 days.
- Shelf life of Device Bundling Coupons will be 12 months from the date of generation in the Sancharsoft system and accordingly, date of expiry has to be printed on each Device Bundling Coupon by the Device Bundling Partner.
- Bundling partner can purchase Device Bundling Coupons in the lot of 2000 at a time from any one Circle in the Zone and sell anywhere in the same Zone.
- Technical limitation reported in North & East Zones is being sorted out whereafter separate order will be issued for these two Zones.

This may be brought to the notice of all concerned for implementation with immediate effect.


Bhuwanendra Kumar
DGM (P&P—CM)

Copy to:-

- Sr.GM (CMTS), Nodal Center /Pune /Trichy / Bangalore/ Ernakulum/ Hyderabad for inf. and n/a pl.
- GM(Fin-CM), BSNL CO New Delhi-1
- All BSNL Bundling Partners (M/s PTPL, M/s Champion Computers Pvt. Ltd, M/s Datawind Innovations Pvt. Ltd, M/s Exotic Global Trades Pvt. Ltd)