



No: 9-31/2010-P&P-CM

Dated: - 13 /06/ 2011

To

The Chief General Manager
All Telecom Circles/ Metro Telecom Districts
Bharat Sanchar Nigam Limited

**Subject: Bundling of GSM Mobile devices with 3G Store Systems India Pvt. Ltd.
(i.e.3G Data card and router/Hot Spot creator etc.)**

1. It is stated that BSNL had rolled out wireless Broad Band services through its 3G (Mobile) network. It is now felt that 3G Devices are in good demand in the present market conditions. It is decided to open the bundling scheme of 3G devices to some more desirous vendors in addition to existing/empanelled GSM device Vendors like M/s Micromax, M/s Capital Wireless Pvt. Ltd.,M/s Beetel Teletech,Seuji Agroprocessing.
2. **Empanelment of 3G (Devices and products) by additional Vendors:**
 - (i) **Name of Vendor:** M/s 3G Store Systems India Pvt. Ltd., Bangalore.
 - (ii) **Types of 3G/GSM Products:**
 - (a) 3G USB Modem
 - (b) 3G USB WiFi Router
 - (c) GSM POS Terminal
 - (d) Vehicle Tracking Unit
 - (iii) **Empanelled models:**

S.No.	Product	Model
1	Compact USB to Wifi 3G router	CDM531am
2	3G router with 1 WAN and 4 LAN Ports	CDW531
3	ADSL cum 3G router with 4 LAN ports	CDD 461
4	Portable router with one LAN port(4hrs battery backup)	CDM530am
5	Sim router with one WAN port and 4 LAN ports	CDG 561
6	Sim router with 1 WAN Port, 4 LAN ports and Voice Port	CTG561
7	2 Ethernet and 2 nos.3G Port router with Load balancing and 4 LAN Ports	BDW462AM
8	Wifi Combo VPN router	BDW463AM

(iv) **Network Locking:** The vendor should network lock the devices which shall be sold to BSNL's customers.

(v) **Branding of 3G Devices:**

- Vendor is supposed to provide its products like 3G mobile devices in proper packaging.
- Proper branding of packages of all products/devices will be done as per requirement of BSNL
- In addition to the packaging, network settings and startup branding through embedded software, co-branding will also be done by the Vendor.
- The devices may be preferably cobranded by putting name of the vendor and BSNL which will be displayed on the devices and packaging also.
- For the ease and convenience of the customers, these devices will be "Plug & Play" devices and no manual configuration or setting will be required by the end customer for installation and operation.

3.1 **Procurement and sale of 3G Mobile Devices:** Vendor is free to utilize BSNL's distribution channel in addition to its own distribution channel.

3.2 **BSNL's/Vendor's Distribution Channel:**

BSNL's franchisees and Vendor's distributors will purchase 3G devices directly from the vendor at the mutually agreed rates. They will sell these devices to end customer as per prevailing market rate.

3.3 **Procurement by BSNL:**

Some of the retail customers prefer to purchase through BSNL's outlets like CSCs rather than going to the BSNL's Franchisees. If BSNL's GSM data cards are not available through its own outlets, it reflects badly on the part of BSNL. Hence it becomes imperative on BSNL to purchase these devices for short term for sale through CSCs. BSNL's Circle units may purchase 3G Data devices only for the emergency requirement of 2 months from Empanelled Vendors in case they do not have any inventory. **It may be ensured by field units that only limited quantities are to be procured by the circles after seeking the approval from planning cell of Corporate Office regarding the quantity and rates of the data cards.**

4. **After sale service:** The vendor will be responsible for the after sale service of 3G mobile Devices. In this regard, details of after Sales Service Centers (ASCs) will be provided by 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 / its own franchisee directly. However, BSNL's distribution channel will get the applicable commission/discount as per the Sale & distribution policy for sale & activation of 3G 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 3G Devices:**

- I. SIM will be taken by the 3G devices Vendor from BSNL nodal officer and will be bundled with their 3G Devices, as per the branding guidelines mentioned above.
- II. These Devices will be procured by different distribution channels of BSNL /vendors/organized retailers for selling further to the end users.
- III. The packaging, branding, customization, network setting will be the responsibility of 3G Devices Vendor.
- IV. Sufficient quantity of SIM should be made available by the nodal officer in each circle for bundling of 3G devices.
- V. The details of the bundled devices, SIMs on monthly basis will be provided by the Devices Vendor to the circle units.

7. **Mointoring and Control/SPOC:** The Marketing/sales Cell of Circle will be responsible for 3G Devices bundling in the field units. Product & Pricing unit of BSNL Corporate Office will have ownership of 3G devices bundling at corporate Office.


8. **Coordinators of Vendor:** The central coordinators of the vendor are as given below:

S.NO.	Name	Desig.	Contact No.	E-mail id.
1	V.Venkatachalam	Chief Executive Officer	9740088958	v.venkatachalam@3gstore.in
2	Neelmani Rai	Director	9036115927 / 9901048363	neelmani_rai@3gstore.in

3	Deepak.S	Manager- Client Relations	9980564654/ 9739996100	deepak@3gstore.in
4	T.R.Sunder	Sr.Manager- Client Relations	9902455224	sunder@3gstore.in
5	G.S.Mohankumar	Sr.Engineer – Client relations	9739996200	mohan @3gstore.in

9. **Agreement:**

The terms and conditions of the proposal for bundling has been finalized as detailed above and an agreement has been signed at corporate level with M/s 3G Store Systems India Pvt. Ltd. for bundling scheme. All the field units are requested to take necessary action to bundle the 3G devices as per the process indicated above.


(Ashutosh Gupta)
DGM (PDP-CM)

Encl: Annexure I (MOU / Agreement with 3G Store Systems India Pvt. Ltd.)

Copy to:

M/s 3G Store Systems India Pvt. Ltd. Bangalore for necessary action