



No: 9-44/2012-P&P-CM (pt1)

dated: 26/11/2013

To

The Chief General Managers
All Telecom Circles / Metro Districts

SUB: Device Bundling Coupons for Smartphones & feature phones for M/s Pantel Technologies Pvt. Ltd {PTPL} sold under bundling scheme regarding

Competent authority has approved the following Device Bundling Coupons for Smartphones & Feature phones sold under bundling scheme by M/s Pantel Technologies Pvt. Ltd. These are to be used in accordance with the guidelines issued Vide Letter No:9-6/2013-P&P-CM, dated;27/8/2013.

A. Device Bundling Coupon: Price: - Rs 471/-{Inclusive of ServiceTax}

- i. Applicability for product bundled:- **Smartphone**
- ii. Freebies offered:-

S.No.	Particulars	Details
I.	Free data down load	1GB Data Per Month for 5 months
II.	Plan activation through exiting plan Vouchers	Any prepaid general plan
III.	Validity of freebies	5 months from the date of activation
IV.	Applicability of bundling partner	M/s PTPL
V.	Scheme Validity	From 29/11/2013 till 31/3/2014

B. Device Bundling Coupon:- Price:- Rs65/- {Inclusive of Service Tax} upto 29/1/2014 & Rs251/- {Inclusive of Service Tax} from 30/1/2014 onwards.

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

S.No.	Particulars	Details
I.	Free Voice Call (On-Net) {Local}	1800 Minutes
II.	Plan activation through exiting plan Voucher	Any prepaid general plan
III.	Validity of freebies	2 months from the date of activation
IV.	Applicability of bundling partner	M/s PTPL
V.	Scheme Validity	Rs 65/- from 29/11/2013 till 29/1/2014 Rs251/- having 150 minutes free on net local calls per months for 12 months from 30/1/2014 till further orders


1. Shelf life of **Device Bundling Coupons for Rs471/- & Device Bundling Coupons for Rs65/-** 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 Coupons by the Device Bundling Partner.
2. UP (West) Circle is authorized to collect the full payment for One lac Device Bundling Coupons for Rs65/- i.e. Rs65, 00,000/-, **{Sixty five lacs}** & Ten thousand Device Bundling Coupons for Rs471/- i.e. Rs 4, 71,000/- **{Four lacs seventy one thousand only}** from M/s PTPL. After receiving the payment, UP (West) Circle will issue the certificate to remaining circles for issuing the quantity as mentioned in the Table'A'. Other Circles will issue the Gift Coupons after receiving the payment certificate from UP (West) Circle.

Table A:-

S.No.	Zone	Minimum Quantity of Device Bundling Coupons for Rs65/-	Minimum quantity of Device Bundling Coupons for Rs471/-	Authorized Circle
1.	North Zone	25,000	2,500	UP(West)
2.	South Zone	25,000	2,500	Karnataka
3.	East Zone	25,000	2,500	West Bengal
4.	West Zone	25,000	2,500	Maharashtra
Total		1,00,000	10,000	

Note:-Authorized Circles will issue the minimum quantity of Device Bundling Coupons as mentioned against each circle in the above table. Device Bundling Coupons to M/s PTPL will be issued by the Authorized Circles only.

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


 Bhuwanendra Kumar
 DGM (P&P-CM)

Copy to:-

1. CMD & all Directors, BSNL Board.
2. Sr.GM (CMTS), Nodal Center Chandigarh/ Kolkata /Pune /Trichy for inf. and n/a pl.
3. GM(Fin-CM), BSNL CO New Delhi-1
4. M/s PTPL for Information and n/a pl.,