



File No. 9-82/2017-P&P-CM (Part-I)

Date: 22.09.2017

To,

1. The All CGM,  
Telecom Circle/Districts,  
BSNL
2. The PGM,ITPC,  
Hydrabad, Gurgaon.

**Subject: Reverse bundling agreement by BSNL with M/s Micromax-reg.**

BSNL Corporate office is in process of signing an agreement with M/s Micromax under reverse bundling scheme. M/s Micromax will sell his feature phone along with the BSNL Micro-SIM to the customer. In order to facilitate smooth handling of Micro-SIMs, it has been decided to handover the Micro-SIMs of all LSA/Circles to M/s Micromax at centralized location. Accordingly Gurgaon SSA of Haryana Telecom Circle has been chosen as centralized location. M/s Micromax will collect the SIM for all LSA/Circles from the Gurgaon SSA. Shri Upendra Tewari, DGM (Mobile Services), Gurgaon SSA (Mobile Number-9416079815 and L/L No.0124-2339900), is the nodal officer from Gurgaon SSA.

In view of the above following action may be taken:

1. All Telecom Circles are requested to nominate a nodal officer in each Circle who will procure the Micro-SIM for his LSA and make over the same to the nodal officer of Gurgaon SSA under Haryana Telecom Circle (either personally or by courier) latest by 26.09.2017. The count of Micro-SIMs from each Circle to be delivered to Gurgaon SSA, is as per Annexure-I. The list of nodal officer and compliance of the delivery of Micro-SIM may also be submitted to this office on e-mail id: hqcm.pp@gmail.com.

Action by- All CGM, Telecom Circles

2. The Gurgaon SSA of Haryana Telecom Circle shall deliver the above Micro-SIMs to the nodal officer of M/s Micromax latest by 27.09.2017.

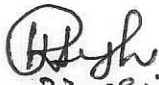
Action by- Gurgaon, SSA

3. Regarding the activation of the SIM in LSA, the customer may approach to any BSNL retailer/Franchisee of that LSA. In this regard, ITPC, Hyderabad is requested to kindly make necessary modification in SancharSoft, so that these SIMs issued to M/s micromax can be activated by any retailer/Pos of BSNL of the LSA of which that particular SIM belongs.

Action by PGM,ITPC,Hydrabad

This is issued with the approval of the competent authority.

Encl: Annexure-I

  
22.09.2017  
AGM (PP-CM)

Copy to:

1. The PGMTD, Gurgaon, SSA: - for kind information and necessary action.
2. M/s Micromax-It is requested to kindly nominate a nodal officer for the said work and coordinate with PGMTD Guragon.

Annxure-I

S.No.	Circle Name	Total SIM required
1	Tamilnadu	13000
2	Up-East	15866
3	Maharashtra	15620
4	Rajasthan	13724
5	Madhya Pradesh	13256
6	Gujarat	8000
7	Karnataka	9000
8	Up-West	9916
9	Bihar	9520
10	Andhra Pradesh	9353
11	Assam	6000
12	Orissa	8726
13	West Bengal	12000
14	Kolkata	6000
15	Haryana	9000
16	Punjab	6981
17	Jharkhand	6346
18	Chhattisgarh	6029
19	Kerala	4807
20	Uttarakhand	2221
21	Jammu & Kashmir	2142
22	Himachal Pradesh	1190
23	Telangana	6000
Total		194697