

No: 9-44/2012-P&P-CM

Dated: 18/9/2013

To
The Chief General Managers
All Telecom Circles / Metro Districts

SUB: - Tariff plans for feature phones sold under bundling scheme regarding

Competent authority has approved the below mentioned Gift Voucher for feature phones sold under bundling scheme by Bundling Partners.


1) Value of SUK (Gift Voucher): - Rs35/-

- A) Applicability for product bundled:- Feature Phones
B) Freebies offered:-

S.No.	Particulars	Details
a)	Free Voice call (On-Net)	100 minutes per month for 12 months
b)	Plan activation through exiting plan Voucher	Any prepaid general plan
c)	Validity of freebies	12 months from the date of activation

- 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 SUK and to be consumed within the period mentioned in the table from the date of activation.
- The device vendor has to put a gift coupon in the box containing the freebies offered by BSNL. (The design of gift coupon is attached annexure -I). It may be appropriate to get instructions for activation of Gift Coupon printed in English, Hindi and local language.
If need be, separate pamphlet may be got printed and kept in the Box. It might result in better sale of bundled devices.
- The above tariff will be applicable **with immediate effect & will be valid upto 31/12/2013.**
- Bundling partner can purchase Gift Coupons in the lot of 5K at a time from any one Circle in the Zone and sell anywhere in the same Zone.**
- Shelf life of such Gift 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 Gift Coupon by the Device Bundling Partner.

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


R.S. Sharma
DM (PDP-I)-CM 18/9/13

Copy to:-

- CMD & all Directors, BSNL Board.
- Sr.GM (CMTS), Nodal Center Chandigarh/ Kolkata /Pune /Trichy for inf. and n/a pl.
- GM(Fin-CM)/GM(RA)/GM(NWP-GSM-CM)/GM(NWO-CM)/Sr.GM(VAS) BSNL CO
- All BSNL bundling partners (M/s PTPL, M/s Fitech Equipments(I) Pvt. Ltd, M/s Teracom Pvt Ltd, M/s Kingworld Electronics Pvt. Ltd, M/s Telecare Networks India Pvt. Ltd and M/s Vishal Telecommunications Pvt Ltd, M/s Champion Computers Pvt. Ltd)