

# General Manager (S & M - CM)

Sales & Marketing - Consumer Mobility

3<sup>rd</sup> Floor, New CTS Building

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भारत संचार निगम लिमिटेड

(भारत सरकार का उद्यम)

**BHARAT SANCHAR NIGAM LIMITED**

(A Government of India Enterprise)

S&M-CM/166/3G Data card/ 12-13/69

dt @ Chennai-6 the

11-10-12.

Sub: **Tariff plan for Wi-Fi Router sold under reverse bundling scheme**– reg.

Ref: C.O. letter no: 9-44/2012-P&P-CM dt 13-08-12.

Approval of the competent authority is conveyed for the implementation of Start-up Kit (SUK) for activation of data plan for 3G Wi-Fi routers sold under reverse bundling scheme in 3G prepaid mobile services in **Tamilnadu Circle** with effect from **16.10.2012**.

i) The details of **Start-up Kit (SUK)** are as under :-

Sl.No	Particulars	Details
a)	Start-up Kit (SUK) price (incl. of S.Tax)	Rs.150 with 2G SIM Rs.209 with 3G SIM
b)	Free Data Usage	2 GB
c)	Plan Activation through existing Plan Voucher thru' CTOP	Rs.51
d)	Validity of Freebies	60 days from the date of activation
e)	Applicability	for Wi-Fi Router sold under reverse bundling scheme

ii) The SUK is to be physically bundled with Wi-Fi Router and not to be allowed for sale as standalone sale of SIM.

iii) For plan activation, existing plan voucher of Rs.51 will be used. The above free data usage is to be allowed at the time of activation only. The free data usage offered with plan voucher (200 MB) will be added with the free data usage of 2 GB offered with the SUK and to be consumed within 60 days from the date of activation.

iv) The **activation procedure** in respect of **Reverse Bundling of Wi-Fi Router** is given below:

- The Wi-Fi Router vendor has to give the IMEI number to Marketing II Circle Office, Chennai for the 2G SIM/USIMs required.
- The IMEI of the Wi-Fi will be forwarded to commercial wing, CBT to get uploaded in Sancharsoft.
- The vendor will make a payment of **Rs 150 for 2G SIM/Rs.209 for 3G USIM** through RTGS to AO-CMTS, Trichy.
- After getting the confirmation from TR-AO (CMTS), DE Commercial, CBT will issue the 2G SIM/3G USIM to the vendor, who will come and collect it from Coimbatore.
- The SIM stock will be in the name of the Vendor, but will appear to all CSC/Franchisees on entering the 2G SIM/3G USIM No. after selecting the Menu in Tablet/Data Device in Sancharsoft. CSC/Franchisee has to enter the correct IMEI number and SIM number manually like PTPL Tablet/3G Data card Plan.
- The CAF entry will be done either by CSC or by BSNL Franchisee.
- Number can be selected either from Internet or from Sancharsoft front end thro' number by choice menu.

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- The Plan Voucher 51 will be applied through CTOP-UP (either by CSC or by BSNL Franchisee)
- The customer will be given 2GB+200 MB Free data usage with 60 days validity from the date of creation and the Main Account validity will be set 365 days from the date of 1st call.\*123#
- Finally the customer will be activated in 3G DATA plan.

v) All other terms and conditions with ref. to Plan Voucher 51 are applicable for this W-Fi router tariff.

*S. BAMA*

(S. BAMA)

AGM (Marketing-CM)

044-28290825, 9444979827

To

GM (NW-O CM), Trichy -1/ Coimbatore – For information & necessary action please.

GM (F) / Sr. GM (TR) TN Circle, Chennai for information please.

DGM (N/W-O-CM)/DE Commercial CBT – For information and necessary action please.

DGM/DE In-charge IN Trichy – For information and necessary action please.

Heads of SSAs, -- for kind information and necessary action please.

DGM (Sales), AGM (Sales) & AGM (MKTG II)- Chennai-6 –For information and informing Sales Heads , franchisee managers and retail managers and other Channel partners along with commission structure as applicable.

DGM (CS), Chennai-6 - For information and informing Call Centre/Customer Service Centre Officials and ensure uploading the information on the website “tamilnadu.bsnl.co.in”.

DGM (ITPC) HYB – For information and ensure uploading the information on the BSNL PORTAL.