

General Manager (S & M - CM)

Sales & Marketing - Consumer Mobility

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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/ 13-14/ 14

dt @ Chennai-6 the

16-12-13.

Sub: Rationalization of activation of 2G/3G prepaid data plans under mobile services – reg.

Ref: C.O. letters no 26-4/2012- Circular T & C-CM no.46/12-13 dt 04-10-13 & Corrigendum Ir dt 9/10/13.

Approval of the competent authority is conveyed for the Rationalization of activation of 2G/3G prepaid data plans under mobile services in **Tamilnadu LSA** (incl. Chennai Telecom District) with effect from **18.12.2013**.

i) The details of New Data Plan Voucher are as under :-

Sl.No	Particulars	Details
a)	SIM	Rs.20 (Normal SIM); Rs.59 (USIM)
b)	MRP of Plan Voucher (incl. of S.Tax)	Rs.94
c)	Main Account Validity	One Year. Further Extension of Validity, through same plan voucher.
d)	Free Data Usage	1GB
e)	Validity of Freebies	30 days from the date of activation
f)	Applicability	For 2G & 3G data plan activation and validity extension (for Data Card purchased from BSNL or from outside market/bundling partner).
g)	Base Voice Tariff Plan	As per prepaid General Plan

ii) The above free data usage is allowed at the time of activation only.

iii) Henceforth, Plan activation to prepaid data plan with the sale of BSNL data card (including reverse bundling) and also for the purchase of Data Card from outside market will be through PV 94 only.

iv) Existing PV 51 & PV 102 with SUK 10 will be withdrawn wef 23:59 Hrs of 17-12-13.

v) Henceforth, all the customers who enrolled through PV 51 & PV 102 with SUK 10 have to use PV94 only for extending their data plan validity.

vi) There is no change in the activation procedure in respect of Forward/Reverse Bundling of BSNL data card and the same is given below:

Forward bundling:

- As per subs request, 2G SIM/3G USIM on stock with CSC can be issued.
- CSC has to issue 2G SIM/3G USIM to Customer along with Data device on receipt of **Device cost+ Rs.114/- for 2G SIM** (SIM Cost Rs.20/- + Plan voucher Rs.94/-) or **Rs.153/- for 3G USIM** (USIM Cost Rs.59+PV Rs.94)
- Sale of SIM (2G/3G) is linked to sale of data card and Sale entry of Data Card (i.e. IMEI No.) is mandatory. CSCs should ensure the same for activation of data plan.
- The customer will be given free data usage of 1GB which is to be used within 30 days on activation and the Main account validity will be 365 days from the date of activation. i.e from first call set (*123#)

Reverse Bundling

- The Data card vendor has to give the IMEI number to Mktg II Circle Office, Chennai for the 2G SIM/USIMs required.
- The IMEI of the 3G data card will be forwarded to Comml wing,CBT to get uploaded in Sancharsoft.

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- The vendor will make a payment of **Rs 20 for 2G SIM/Rs.59 for 3G USIM** through RTGS to AO-CMTS; Trichy.TDS is applicable for the payments made by vendor.
- After getting the confirmation from TR-AO (CMTS), DE Comm, CBT will issue the 2G SIM/3G USIM to the vendor, who will come and collect it from Coimbatore.
- Existing DATA Unified plan (ID=TN: 996) will be withdrawn; New creations in Sancharsoft have to be carried out in Normal Unified Plan (ID= TN: 999) only.
- 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 without any mistakes.
- The CAF entry will be done either by CSC or by BSNL Franchisee.
- Number can be selected thru 'choose your mobile number'.
- The Plan Voucher 94 will be applied through CTOP-UP (either by CSC or by BSNL Franchisee)
- From the date of creation, the customer will be given 1GB Free data usage with 30 days validity and the Main Account validity will be set 365 days.
- Finally the customer will be activated in 3G DATA plan.

vii) All other terms and conditions including the applicability of Uniform Data STVs will remain same.

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(S. BAMA)

AGM (Marketing-CM)

044-28290825, 9444979827.

To

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

GM(S&M-CM), Chennai Telephones, Chennai – for information 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)/SDE MKTG, Chennai-6 - For information and informing Call Centre/Customer Service Centre Officials and ensure updating this revision in tariff in all the respective tables only.

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

DGM (S&M-CM)/AGM (MKTG-CM), Chennai Telephones, Chennai – for information & necessary action please.