

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/ 12-13/46

dt @ Chennai-6 the

30-08-12.

Sub: Revision in price of Start-up Kit (SUK) for Bundled Data Card under GSM services – reg.

Ref: 1. S&M-CM/166/3G Data card/ 12-13/25 dt @ Chennai-6 the 29-06-12.

2. C.O. letter no 26-4/2012- Circular T & C-CM no.39/12-13 dt 23-07-12.

As per letter under ref. (1), Introduction of SUK (MRP Rs.100) for Bundled data cards under GSM services wef 2.7.12 was communicated.

Approval of the competent authority is conveyed for the revision in price of Start-up Kit (SUK) for activation of data plan for Bundled data cards under 2G/3G prepaid mobile services in **Tamilnadu LSA** (incl. Chennai Telecom District) with effect from **01.09.2012**.

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.45
b)	Free Data Usage	1GB
c)	Plan Activation through existing Plan Voucher	Rs.51
d)	Validity of Freebies	30 days from the date of activation
e)	Applicability	For 2G & 3G data plans with sale of BSNL data Card or any of the BSNL bundled data card

- ii) The MRP of SUK includes price of Normal SIM (2G SIM). If the customer needs USIM he has to pay separately for the USIM. i.e. Rs.59.
- iii) The SUK is to be physically bundled with data card and not to be allowed for sale as standalone sale of USIM.
- iv) Henceforth, Plan activation to prepaid data plan with the sale of BSNL data card (including reverse bundling) will be through SUK Rs. 45 or SUK Rs.104 only.
- v) The activation procedure in respect of Forward/Reverse Bundling of BSNL data card 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 96/- for 2G SIM** (SUK Rs.45/- + Plan voucher Rs.51/-) or **Rs.155/- for 3G USIM** (SUK Rs.45+USIM Cost Rs.59+PV Rs.51)
- 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+200 MB 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 45 for 2G SIM/Rs.104 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 Comml, 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 Sanchrsoft. CSC/Franchisee has to enter the correct IMEI number and SIM number manually like PTPL Tablet Plan
- 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 51 will be applied through CTOP-UP (either by CSC or by BSNL Franchisee)
- The customer will be given 1GB+200 MB Free data usage with 30 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 PV 51 plan.

vi) All other terms and conditions with ref. to Plan Voucher 51 of Data Plan will remain same.

S. BAMA

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