

# 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/ 12-13/99

dt @ Chennai-6 the

14-02-13.

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/ 12-13/46 dt @ Chennai-6 the 30-08-12.

2. C.O. letters no 26-4/2012- Circular T & C-CM no.116/12-13 dt 04-02-13.

As per letter under ref. (1), Introduction of SUK (MRP Rs.45) for Bundled data cards under GSM services wef 01.09.12 was communicated.

Approval of the competent authority is conveyed for the revision in price of Start-up Kit (SUK) and MRP of Plan Voucher 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 **15.02.2013**.

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.10
b)	MRP of Plan Voucher (incl. of S.Tax)	Rs.102
c)	Free Data Usage with Plan Voucher	NIL
d)	Free Data Usage with SUK	1GB
e)	Validity of Freebies	30 days from the date of activation
f)	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 BSNL locked data cards and not to be allowed for sale as standalone sale of SIM.

iv) The above free data usage is to be allowed at the time of activation only.

v) Commission to be paid @ 80% of Plan Voucher price for activation of data plan.

vi) Henceforth, Plan activation to prepaid data plan with the sale of BSNL data card (including reverse bundling) will be through SUK Rs. 10 or SUK Rs.69 only.

vii) 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 112/- for 2G SIM** (SUK Rs.10/- + Plan voucher Rs102/-) or **Rs.171/- for 3G USIM** (SUK Rs.10+USIM Cost Rs.59+PV Rs.102)
- 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 10 for 2G SIM/Rs.69 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 102 will be applied through CTOP-UP (either by CSC or by BSNL Franchisee)
- The customer will be given 1GB 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 plan.

viii) All other terms and conditions with ref. to Plan Voucher 51 of Data Plan will continue to apply for PV 102 and the existing PV 51 is withdrawn with immediate effect.

*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 (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.