

# 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/177/Reverse Bundling/13-14/25

dtd @ Chennai-6 the 20.12.2013.

Sub : Tariff plan for Tablets/Smart phones sold under bundling scheme – reg.

Ref : 1. C.O. letter no: 9-44/2012-P&P-CM dt 04.09.2013.  
2. C.O. Letter no: 9-6/2013- P&P-CM dt 27.08.2013.

Approval of the competent authority is conveyed for the implementation of tariff plan for Tablets/Smart phones sold under bundling scheme in TN Circle w.e.f 21-12-13.

This Plan is to be used in accordance with the guidelines issued Vide C.O. letter under ref. (2) which is enclosed herewith.

The details are given below:-

**1. SUK : Value of Rs.30/-**

- A) Applicability for product bundled :- Tablets/Smartphones  
B) Freebies offered:

Sl. No.	Particulars	Details
a)	Free data down load	3000MB Data
b)	Free Voice Call (On-net)	300 Minutes
c)	Plan activation through existing plan voucher	Any prepaid general plan
d)	Validity of freebies	Six months from the date of activation

2. The above free data is to be allowed at the time of activation only. The freebies offered with the 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.
3. The device vendor has to put a gift coupon in the box containing the freebies offered by BSNL.
4. The above tariff will be valid up to 31/12/2013.
5. 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.
6. 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 is for the information of all concerned please.

**(S. BAMA)**

AGM (Marketing-CM)

044-28290825, 9444979827.

Contd...

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**-2-**

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 & n/a please.

605, Products & Pricing-Consumer Mobility  
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**BHARAT SANCHAR NIGAM LIMITED**  
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NO.9-6/2013-P&P-CM

Dated: 27<sup>th</sup> August, 2013

To

1. Chief General Manager  
All Telecom Circles
2. Chief General Manager,  
ITPC, Pune.
3. Sr. GM (CMTS) Nodal Center  
Pune/ Chandigarh/ Kolkata/ Trichy

**Subject: Guidelines regarding Gift Coupons from Sanchasoft to be used for Bundling Partners**

BSNL has been signing agreement with various Bundling Partners, who sell Tablets & Smart phones. These bundling partners used to face many problems with regards to buying of SIMs, activations, CAFs and finally reconciliation in different Circles. As a consequence, growth of bundled offers was dismal.

2. There was thus need to streamline the process and have some mechanism whereby all such hurdles are taken care of. ITPC team has developed "Gift Coupon module" in Sanchasoft. It is reported to have been tested successfully in West Zone. In order to make use of the said sub-system, following guidelines are hereby issued for implementation with immediate effect:-

- a) Secret PINs for Bundling BSNL products on the pattern that for recharge/top up coupons, will be generated by the zonal Sanchasoft system. The quantity of PINs named as Gift Coupons will be purchased by the Device Bundling Partner from the designated AO in any Circles of the Zone.
- b) The Bundling Partner (Vendor) can approach the designated AO and pay for the Gift Coupons @ price defined in the relevant agreement. The AO will generate invoice and will accept the payment. Required number of secret PINs (Gift Coupons) will get generated automatically on confirmation of the payment by the AO.
- c) Bundling partner will provide to the designated SDE or DE in charge for the sale of bundling products, IMEI number of devices being bundled with the Gift Coupons for loading in the Sanchasoft system. The DE or SDE will issue required number of secret PINs in password protected CD (Equal to the number of quantity of IMEIs supplied & payment made) to the authorised representative of the Device Bundling Partner. The Partner will get secret PINs printed as scratchable Gift Coupons.
- d) There will be standard instructions on gift coupon relating to SMS to be sent using BSNL SIM in the newly bought bundled device. Keyword like "PENTA space PIN space last 6

digits of IMEI" will be typed as SMS & will be sent to short code 53734 for device bundled by M/s Pantel, and other information like Call Center No. Website address etc. as approved by BSNL.

- e) The Partner will bundle Gift Coupons with Device and arrange selling anywhere in the zone. The subscriber will scratch the gift coupon to know secret PIN to be sent in the body of SMS alongwith last 6 digits of IMEI. Having got the new BSNL mobile number activated or by using working BSNL SIM, subscriber will send SMS as per instructions given on the Gift Coupon.
  - f) The messages will reach zonal Sanchar Soft system, which will check authenticity of PIN & also of IMEI with its own database. If PIN & IMEI details are found to be valid in Sancharsoft, it will send a trigger to the IN system/billing system for enabling the prescribed free bees as part of the bundled scheme to the BSNL mobile number from which SMS was recieved. At the same time, Sancharsoft will change the status of secret PIN as well as that of IMEI as "used" and can not be re-used.
3. Sancharsoft will provide Daily/ Monthly Circle-wise & Bundling Partner-wise sales report.

This issues with the approval of GM (P&P-CM).



(R. S. SHARMA)  
Dy. Manager (PDP-CM)

Copy to:-

1. CMD & all Directors, BSNL Board.
2. GM (NWO-CM/ Fin-CM/ NWP-CM/ VAS/ RA/ Taxation/ CA/ S&M) BSNL CO
3. All BSNL Bundling Partners (M/s Pantel Technologies Pvt Ltd, M/s Fitech Equipments (India) Pvt Ltd, M/s Teracom Pvt Ltd, M/s Kingworld Electronics Pvt Ltd, M/s Teleecare Networks India Pvt Ltd and M/s Vishal Telecommunications Pvt Ltd.)