

No: 9-44/2012-P&P-CM

Dtaed: 7/3/2013

To

The Chief General Managers
All Telecom Circles / Metro Districts

SUB: Reverse bundling with Vendors for sale of BSNL SIM cards with Vendor's mobile GSM devices regarding.

Reference letter no:-9-44/2012-P&P-CM, dated: 13/8/2012

In the reverse bundling, BSNL do not purchase the devices from the Vendors .For sale of its Mobile services, BSNL enter into MOU / Agreements with the different Vendors for bundling BSNL tariff plan with their mobile devices. This reverse bundling is open to all Vendors **(All Companies which are registered under Companies Act 1956)** manufacturing the GSM mobile devices (e.g. Mobile handsets, 2G/3G data cards, EVDO cards, Routers etc) meeting certain criteria in terms of Network compatibility etc. **This reverse bundling is on non exclusive basis.**

BSNL has signed reverse bundling agreements with Vendors for sale of BSNL SIM cards bundled with Vendor's mobile devices. Earlier Vendors did not purchase the SIM cards from BSNL and received SIM cards from BSNL free of cost. After that Vendors put this SIM card along with the tariff plan offered by BSNL for bundling sale, inside the device box and sell to the customers.

Now, competent authority has approved the following procedure for reverse bundling.


1. All Vendors will pre-purchase the Plan embedded in the SIM card. This cost will be absorbed in the price of the device & BSNL offer will go free of cost to the customer.
2. All the devices with reverse bundling should contain SIM card with tariff Plan as written below.

Tariff plans:-

S.NO.	Value of SIM with Offer		Applicable Plan Voucher	Applicable for products bundled
	Value	Offer (Embedded in normal SIM)		
1	Rs 150/-	SIM SUK,2GB,3GData for 60 days	As per T&C letter No:26-4/2012-P&P- CM, dated;4/2/2013	<ul style="list-style-type: none">• 3G Tablets• Routers
2	Rs 125/-	SIM SUK +4GB, 2G data for 60 days		2G Tablets

3. The above SUK is to be physically bundled with the devices and not to be allowed for sale as standalone sale of SIM.
4. The above free data usage is to be allowed at the time of activation only. The free data usage offered with plan voucher will be added with the free data usage offered with the SUK and to be consumed within the period mentioned in the table from the date of activation.
5. Vendors shall bundle the embedded SIM card inside the Box and write the detail about the BSNL plans **{BSNL offer i.e. freebies offered, free SIM, BSNL logo etc}** on the Box or put a sticker at the top of the packing box.
6. The commission on the sale of SUK with Plan Voucher will be governed by the guidelines of S&M cell of Corporate Office.
7. The Circles are requested to sell these SIMs to the Vendor or Vendor's authorized person.
8. Circles will ensure that Vendor will get all the quantity of SIM cards as requested by the Vendor.
9. **The above tariff will be applicable with effect from 09.03.2013.**

You are requested to sell the preloaded SIM cards as per the tariff plans mentioned above to the Vendors and increase the revenue and mobile subscribers of BSNL.


R. S. Sharma
DM (P&P-CM) 7/3/13

Copy to:- M/s Teracom / M/s Shyam Networks / M/s PTPL/ M/s Dlink /M/s Fitech for information and requested to purchase the preloaded SIM cards from the Circles as per the targets given in the meeting at Corporate Office.