



File No: 9-41/2011-P&P-CM

Dated: 8 /12/2011

To

The Chief General Manager,
All Telecom Circles/ Metro Districts
Bharat Sanchar Nigam Limited

Subject: Bundling of BSNL SIM card with M/s Shyam Networks Limited

1. It is stated that BSNL had rolled out wireless Broad Band services through its 3G (Mobile) Network. It is now felt that 3G Data cards are in good demand in the present market conditions. It is decided to open the bundling scheme of 3G data cards to some more desirous vendors in addition to existing/empanelled GSM Data Card Vendors like M/s Micromax, M/s Capital Wireless Pvt. Ltd., 3G Store Systems India Pvt. Ltd, M/s Krishna Telenet Pvt. Ltd and Shree Nakoda communication Pvt Ltd.
2. **Empanelment of 3G (Devices and products) by additional Vendor:**
 - (i) **Name of Vendor:** M/s Shyam Networks Limited
 - (ii) **Types of 3G/GSM Products:**
 - (a) 3G Data Card
 - (b) Pocket Router
 - (iii) **Empanelled models:**
 - (a) Winknet 3G Data Card
 - (b) Winknet 3G Wifi Pocket Router
 - (iv) **Network Locking:** The vendor should network lock the devices which shall be sold to BSNL's customers.
 - (v) **Branding of 3G Devices:**
 - Vendor is supposed to provide its product, 3G Data Card & Wifi Pocket router in packaging design approved by P&P-CM cell of Corporate Office.
 - Proper branding of packages of all products/devices will be done as per requirement of BSNL.
 - In addition to the packaging, network settings and startup branding through embedded software, co-branding will also be done by the Vendor.

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- The devices may be preferably cobranded by putting name of the Vendor and BSNL which will be displayed on the devices and packaging also.
- For the ease and convenience of the customers, these 3G data cards will be “**Plug & Play**” devices and no manual configuration or setting will be required by the end customer for installation and operation.

3.1 Procurement and sale of 3G Data Cards & Routers: Vendor is free to utilize BSNL's distribution channel in addition to its own distribution channel.

3.2 BSNL's/Vendor's Distribution Channel:

Vendor shall sale these devices through its own distributors / retailers. They will sell these data cards & Routers to end customer as per prevailing market rate. However, the vendor could utilize the BSNL's channel on mutually agreed terms & condition between the vendor & BSNL channel.

4. After sale service: The Vendor will be responsible for the after sale service of 3G Data Card & Pocket router. In this regard, details of after Sales Service Centers (ASCs) will be provided by the Vendor at points of sale and also in BSNL call centers.

5. Commission Structure:

Commission for the sale of devices will be paid by the Vendor to BSNL / its own franchisee directly. However, BSNL's distribution channel will get the applicable commission/discount as per the Sale & distribution policy for sale & activation of 3G services. However, if distribution channel of Vendor work as retailer of BSNL's franchisee, applicable retailer commission should be extended by BSNL's franchisee in such cases.

6. Process of Bundling 3G Data Card & Router:

- I. SIM will be taken by the Vendor from BSNL Nodal officer at circle level and will be bundled with their 3G Data Card & router, as per the branding guidelines mentioned above.
- II. These Data Cards & Router will be procured by different distribution channels of BSNL /Vendors/organized retailers for selling further to the end users.
- III. The packaging, branding, customization, network setting will be the responsibility of the Vendor and as approved by BSNL.

A handwritten signature in black ink, followed by a horizontal line and the date '2/3' written above it.

- IV. Sufficient quantity of SIM should be made available by the Nodal Officer in each circle for bundling of 3G Data Cards & Router. The vendor shall account for the utilization of SIMs.
- V. The details of the bundled Data Cards, SIMs on monthly basis will be provided by the Vendor to the Circle units.
7. **Monitoring and Control/SPOC:** The Marketing/sales Cell of Circle will be responsible for 3G Data Card bundling in the field units. Product & Pricing unit of BSNL Corporate Office will have ownership of 3G Data Card bundling at corporate Office.
8. **Coordinators of Vendor:** The central coordinators of the Vendor are as given below:

S. No	Contact Person	Mobile No.	Email-ID
1	Munish Kalra	+91 9873723021	munish.kalra@shyamtelecom.com
2	Abhijeet Nath	+91 9845040000	abhijeet.nath@shyamtelecom.com
3	Shahnawaz Ahmad	+91 9718184306	shahnawaz.ahmad@shyamnetworks.com
4	Syed Khurram	+91 9730004979	syed.khurram@shyamnetworks.com
5	Wasful Hasan	+91 9958640772	wasful.hasan@shyamnetworks.com

9. **Agreement:**

The terms and conditions of the proposal for bundling has been finalized as detailed above and an agreement has been signed at corporate level with M/s Shyam Networks Limited, New Delhi-28 for bundling scheme. All the field units are requested to take necessary action to bundle the 3G Data Cards & Pocket Routers as per the process indicated above.



(G.P. Gupta)

DGM (Pricing-CM)

Encl: Annexure I (MOU / Agreement with M/s Shyam Networks Limited, New Delhi-28)

Copy to:

- 1) M/s Shyam Networks Limited, New Delhi-28 for inf. n/a pl.