

General Manager (S & M - CM)

Sales & Marketing - Consumer Mobility

3rd Floor, New CTS Building

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Phone: 044-28297878 Fax: 044-28297979



भारत संचार निगम लिमिटेड

(भारत सरकार का उद्यम)

BHARAT SANCHAR NIGAM LIMITED

(A Government of India Enterprise)

S&M-CM/3G Data card/ 10-11/105

dt @ Chennai-6 the

07-04-11.

Sub : Data Plan tariff for 3G service bundling with M/S. Apple for I-Pad- reg

Ref : Corporate office letter no 26-25/2010-T&C-Circular T & C-CM no.98/10-11 dt 30-11-10.

Vide C.O. Circular ref. above, Approval of the competent authority is conveyed for the introduction of the Data Plan tariff for 3G service bundling with M/S. Apple for I-Pad **with effect from 11.04.2011.**

The details are given below:-

A. Prepaid Plans:

Sl.No	Particulars	Tariff		
1	32K Micro SIM & Activation in Rs.	30		
2	MRP of FRC in Rs.*	70		
3	Starter Pack in Rs.*(SIM cost+FRC cost)	100		
4	Free Usage with Activation	1 GB/Month for six Months		
5	iPad data Plans>>>>	UnLimited Monthly Plan	Limited Monthly Plan	UnLimited Daily Plan
6	MRP of Recharge vouchers (RCV) in Rs.*	999	599	102
7	Free Data Usage	Unlimited	6GB	Unlimited
8	validity	30 days	30 days	1 day
9	Data usage charges beyond free usage	NA	2p/10KB	NA

* MRP is inclusive of service tax @ 10.30%.

B. Post paid Plans:

Sl.No	Particulars	Unlimited Monthly Plan
1	Activation charges in Rs.	100
2	FMC in Rs.	999
3	Free Data Usage	Unlimited
4	Validity	One month

- i) Initial validity of the plan in case of prepaid service will be 180 days.
- ii) In case of post paid plan, one month validity is with ref. to the billing cycle followed in the circle. For customers taking connection in between the starting and billing date, the FMC and free data usage will be calculated proportionately.
- iii) The tariff plans designed for bundling with iPad are basically for data service. However, if the features of voice call, video calls and SMS are available with iPad in future, the base voice call, video call and SMS tariff as applicable to 3G data plans. i.e. 3G General 120 under prepaid and Plan 99 under postpaid services will be applicable.
- iv) In general the validity available with **data RCVs will increase both the main account validity and plan validity.**
- v) Normal RCVs and Top-Ups will be applicable for the bundled tariff plans.
- vi) The free data usage will also be available while national roaming.
- vii) The normal data usage charges i.e. 2p/10KB will also be applicable while national roaming.

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-2-

- viii) All the three iPad DATA RCVs i.e. 999, 599 & 102 are available even during the freebie/initial validity period of 180 days carrying forward the unutilized data of the previous iPad data RCV. The plan freebie of 1GB per month for 6 months should be consumed within the same month and will not be carried over.
- ix) **The current 3G DATA RCVs (like 275,440,606,716,1102, 1503 & 3003) are not applicable to these iPad DATA Plan customers and vice-versa.**
- x) All other terms and conditions like browsing internet @ Rs.0.02/10KB after exhausting the freebies, in addition to DATA TOPUP 197 voucher (during iPad data validity), will remain same as per the existing 3G DATA plans.

Note:-

- 32K Micro SIM's are to be paired in Trichy IN by commercial before distributing to SSAs.
- 32K Micro SIM (bundled with iPad plans) only are to be used for these **iPad DATA plans** for both prepaid & postpaid and will be **available only at CSRs**.
- SIM & Plan activation (i.e. starter pack) are to be done through sancharsoft only for which the CSR should select the Micro SIM available in their stock and plan I-PAD appear in the menu along with the number.
- **Entering IMEI number of iPad in sancharsoft is mandatory for plan activation.** A receipt for Rs.100/- (Rs.30+Rs.70) will be generated in SS.
- The iPad DATA plan denominations Rs.999, 599 & 102, for prepaid, are to be activated through C TOP-UP only
- In case of postpaid the existing procedure for a new connection is to be followed for the DATA Plan FMC 999.

(K.R. Aravindavalli)

AGM(Marketing-CM)

044-28290825, 9443100876

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 In charge IN – **Trichy/Bangalore** - for necessary action please.

DGM (N/W-O-CM)/DE Commercial Coimbatore - For information & 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 uploading the information on the website “tamilnadu.bsnl.co.in” .

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

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-3-

M/S Apple iPad Partner POS(point of sales)

Partner	City	Store name	Address
Ample Technologies p ltd	Chennai	Imagine	SHOP NO 101 A FIRST FLOOR AMPA SKYWALK NELSON MANICKAM ROAD
Reliance Digital Retail LTD	Chennai	Istore	89 RK SALAI MYLAI
Reliance Digital Retail LTD	Chennai	Istore	AB 12 IIN AVENUE ANNANAGAR
Reliance Digital Retail LTD	Chennai	Istore	New no 47 old no 11/A1 and 11 /A2) Meco House Anna Salai
Pantaloon Retail I Ltd	Chennai	Ezone	Gandhi Square g2 no 46 old Mahabalipuram Kandanchavadi
Pantaloon Retail I Ltd	Chennai	Ezone	Grand Terrace old no 94 new door no 162 luz church road Mylapore
Woolworths Whole sale I P ltd	Chennai	Croma	Tarapore Towewr 826 Ground Floor Anna Salai
Woolworths Whole sale I P ltd	Chennai	Croma	Khanna Buildings 2 nd Avenue Anna nagar
Woolworths Whole sale I P ltd	Chennai	Croma	Ground floor Kences Tower 1 Ramakrishnan street North Usman Road