



File No – 11-2/2009-P&P-CM

Date: Nov 04, 2009

To  
**The Chief General Manager**  
**All Telecom Circles / Metro Districts**

**SUB: MOU for sale of 3G data services through PC bundling mechanism**

BSNL has signed a MOU for bundling of 3G SIMs with Notebook manufacturers in order to enhance the reach to 3G Data services.

1. Haier Telecom (I) Pvt Ltd.  
862 – Udyog Vihar Phase V  
Gurgaon – 122016
2. Dell India Pvt Ltd.  
Divyasree Green,  
Ground floor, Sy No 12/A, 12/2A, 13/1A  
Ghallaghatta Village,  
Varthur Hobli, Bangalore South - 560071

Main features of this MOU are:

### **Scope of Work**

- (a) The notebook vendor will purchase SIM cards in bulk quantity from BSNL, along-with the pre-paid data package from the Circles in accordance with the targets specified from time to time.
- (b) The vendor will put together the SIM (with pre-paid data plan) along with its notebooks and provide the same to its distributors. The distributors would in turn sell the integrated package to a large number of retail points across India, who will stock & sell the same

- (c) The notebook vendor shall purchase the data package from BSNL on the payment basis as per the plan given below

a. For Haier

Charge	Rs 549/- (exclusive tax)
Validity	3 months
Free Data download	1 GB in daytime and 5 GB in nighttime per month

a. For Dell

Charge	Rs 5000/- (exclusive tax)
Validity	12 months
Free Data download	8 GB per month

- (d) Distributor/retailer/customer of the above shall complete the CAF ("Customer Activation Form") requirement at the point of sale to the end customer and obtain identity proof, photographs and address proof and any other document required to establish the identity as prescribed in the CAF. Upon verification BSNL will activate SIM, within pre-agreed service level agreement.

## Marketing

The notebook vendor will market, promote and advertise the integrated package using multiple marketing vehicles including marketing promotions with third parties. BSNL would help market the product through fliers sent with bills, printing on the bill envelopes and sending free promotional SMSs.

In view of the promotional tariff being launched w.e.f. 9<sup>th</sup> Nov 2009, special drive to popularize the above bundling may be made. Monthly progress should be reported to the undersigned.

  
Ashutosh Gupta  
DGM(PP) CM

Copy to

1. M/S Dell India Pvt Ltd
2. Haier Telecom (I) Pvt Ltd.