

613, Products & Pricing-Consumer Mobility
Bharat Sanchar Bhawan, New Delhi-110001
Tel No: 011-23327727



भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)
BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

File No. 9-6/2010-P&P-CM

dated:

12.01.2011

To: All Heads of Telecom. Circles/Distt.
BSNL

Subject : Making Space for Display of 3G Device(s) at prominent CSC in each circle.

Reference: This office letters dated 01/09.2010 and 26.10.2010 regarding sale of 3G devices (USB data cards etc.) bundled with BSNL SIM cards.

It has been decided to prominently display all the 3G products, which BSNL has approved for selling under Reverse Bundling arrangement, with all the vendors for their products. It is therefore requested to please make arrangements in one of the **prominent CSC** of your circle to earmark sufficient display-space solely for this purpose and keep all such products and their information booklets/pamphlets with a pleasant nature Public Relation Officer (PRO) for giving the required information to desirous customers. This will make prospective/desirous subscriber/user to buy these products of our vendor's along with BSNL SIMs and use our 3G services along with their products.

It is therefore requested to please instruct the Sales and Marketing wing in your circle to make immediate arrangement in liaison with the vendors of these products (mainly Data cards and Handsets/any other 3G devices). It is also required that their products may be displayed by providing the eye catching spot(s) for attracting customers to get them acquainted with the facilities available in these devices. Sufficient space for the storage of devices, along with leaflets/information booklet may be arranged.

Please treat this as most urgent.


(Ashutosh Gupta)
DGM (PDP)

Copy forwarded for information and necessary liaison with Heads of Telecom. Circles To :

1. M/s Micromax Ltd., Gurgaon
2. M/s Capital Wireless Ltd. New Delhi
3. M/s Visiontek Ltd Hyderabad
4. M/s Seuji Agroprocessing Guwahati
5. M/s Beetal Teletech Ltd. Gurgaon
6. M/s Haier Telecom.(I) Pvt. Ltd.
7. M/s Nokia Ltd.
8. M/s Meridian Mobile Ltd.