

613, Product & Pricing-Consumer Mobility
Corporate Office, Bharat Sanchar Bhawan,
Janpath, H.C. Mathur Lane, New Delhi-1
Tel No: 011-23329722 Fax: 011-23329723



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

No. 9-18/2010-P&P-CM

dated 11-11-2010

Chief General Manager
All Telecom Circles / Metro Districts

Sub: Agreement with Olive Telecommunication Private Limited (OTPL) for sale of bundled handsets by OTPL distributors and retailers.

An agreement has been signed on 21-6-2010 between BSNL and Olive Telecommunication Private Limited (OTPL) for the sale of 2G and CDMA handsets, after bundling with BSNL SIM / RUIM. The purpose of signing this agreement is to increase the customer base by utilizing the channel of OTPL. A copy of the agreement is enclosed for reference.

The tariff structure for the bundling scheme with OTPL has been approved by the competent authority and is enclosed.

OTPL has nominated its state level nodal officers for co-ordinating with BSNL. The co-ordinators from BSNL are DGM (P&P-CM) at Corporate Office and GM (S&M-CM) at Circle level. (Lists of nodal officers enclosed).

The initial requirement of SIMs by OTPL is enclosed. GM (S&M-CM) of the circles may please ensure that the full quantity of SIMs is handed over to OTPL's Super Distributor / Re-distributor latest by 20-11-2010.

You are requested to take the maximum advantage of this alliance with OTPL to increase the customer base of BSNL.

This is issued with the approval of the competent authority

A. Vijayan
AGM (Alliance)

Annexure:

1. Letter of tariff for 2G SIM and RUIM
2. Demand of 2G SIMs
3. Process document for bundling
4. Commercial arrangement with OTPL
5. List of nodal officers of OTPL
6. List of nodal officers of BSNL
7. Copy of agreement with OTPL

Annexure I

Sub: Tariff structure for 2G and CDMA – handset bundling with Olive Telecom Private Limited (OTPL)

Bundling offer for 2G handsets

- MRP of the FRC is ₹ 74/-
- Free talk time of ₹ 50/- per month for three months, provided the customer does a recharge of minimum ₹ 50/- per month.
- Facility shall be discontinued from the month customer fails to recharge.
- Validity 180 days
- GP 1 = 15 days and GP 2 = 165 days
- Default plan that of Prepaid General I Plan

Bundling offer for CDMA handsets

- BSNL shall provide RUIM to OTPL for bundling.
- MRP of the starter pack is ₹ 55/- with a usage value of ₹ 10/-
- Initial talk time: ₹ 100/- (Onnet + Offnet) + ₹ 100/- (Onnet)
- Validity 30 days
- GP 1 = 15 days and GP 2 = 165 days
- Normal pre-paid tariff plan shall be applicable.
- Data charges rate of 5 paise/100 KB shall be applicable.

This is issued with the approval of the competent authority.

Annexure II

Circle-wise requirement of 2G SIMs

Sl. No.	Circle	Quantity of 2G SIM
1	Jammu & Kashmir	100
2	Himachal Pradesh	100
3	Punjab	500
4	Haryana	500
5	UP East	250
6	UP West	250
7	Bihar	300
8	Jharkhand	250
9	Uttaranchal	100
10	West Bengal	750
11	Assam & North East	1000
12	Orissa	500
13	Andhra Pradesh	750
14	Tamil Nadu	500
15	Karnataka	500
16	Kerala	500
17	Maharashtra & Goa	500
18	Gujarat	250
19	Rajasthan	250
20	MP and Chattisgarh	500

Annexure III

Sub: Process of bundling with Olive Telecommunication Private Limited

With the entry of a large number of Telecom Operators in the market, bundling of SIM cards with handsets will provide a ready and more attractive offer to the customers. In this way, both the handset manufacturer and the telecom operator will be able to attract a larger section of low income group of customers interested in low cost and hassle-free mobile connection.

BSNL has signed a MOU / Agreement with Olive Telecommunication Private Limited (OTPL) for sale of BSNL's Mobile GSM services, bundling with OTPL's handsets.

BSNL has a strong presence, especially in rural areas and handset manufacturers also have their own brand recognition among various customer segments. In order to utilize the market power of these handset manufacturers with brand recall of BSNL, it has been decided by the competent authority to come with the following arrangement to provide the BSNL connections as bundled offers.

Key characteristics of interaction process with OTPL

- A schedule of targets for bundled sale will be drafted separately for each circle and OTPL.
- The demand estimation of bundled handset will be done centrally at the corporate office in consultation with OTPL and corporate nodal officer as assigned by Director (Consumer Mobility).
- The demand estimation will be done at least three months in advance in order to provide sufficient time to OTPL to issue handsets in appropriate quantities. The demand for SIMs will be estimated mutually, while keeping in mind potential sale for each circle.
- Based on the demand estimated, the number of SIM cards will be earmarked to OTPL at the corporate office and notification will be sent to the circles 15 days before the expected delivery date of the SIMs to OTPL. Circles will be required to procure and earmark the required number of SIMs (as communicated in the notification above) and should not issue these SIMs cards to any other vendor or any SSA.
- The responsibility of running this process at the Corporate Office is given to DGM (Product and Pricing) who will act as "Handset Bundling Demand Manager" at the Corporate Office. He / She is responsible for the discussions with OTPL and circle

nodal officers to come up with sales schedule and ensuring SIMs are allocated to the OTPL at each circle.

- OTPL will designate a key BSNL account manager and circle level managers to run the process from their side. OTPL shall intimate the same to BSNL at the beginning of the contract period and within 2 days of personnel replacement.

Bundle Promotion and Marketing

- OTPL and BSNL will undertake marketing, advertising, promotion, etc. of bundled GSM mobile handsets on mutually agreed basis.
- BSNL SIM should be packed in such a manner that BSNL brand / logo on the SIM is displayed prominently. The packaging design for the bundled GSM mobile handset and SIM shall be mutually agreed by both parties on all bundles in order to make customer aware of bundling offer on the pack.

Bundle Sales and CAF Collection (Specific to OTPL)

- Designated nodal officer from OTPL will collect the SIM cards from the circle office at the start of the month from the designated BSNL representative at the circle office.
- On receiving the SIM cards, OTPL will distribute the SIM Cards to its own Retailers.
- BSNL will identify one CSC in the area to be modified to the Retailers.
- Retailers of OTPL will sell the bundled handsets with BSNL SIM Cards.
- On the sale, Retailer will request to CSC for activation and subsequently the Retailer will submit the CAF to the CSC.

It is requested that a proper mechanism may be built up in the Marketing Cell of the circle to keep track of the sale as well as the revenue generated from each product. Product lifecycle needs to be watched to update the product from the market at appropriate time.

CAF collection:

Telecom Circles with reference to Corporate Office letter no: 9-27/2010-P&P-CM dated 1/10/2010 (uploaded on intranet) may decide channel commission and appoint DSAs for CAF collection.

Annexure IV

Commercial arrangement with OTPL

Channel commission

Attractive offers and commission need to be paid to the retailers selling the bundled SIMs in order to push the sales of BSNL bundle, as against other bundles available in the market.

In view of being competitive, it has been decided by the competent authority to provide commission on not only CAF submission, but also on SIM activation, even though the SIM has been given free to the retailer as a part of the bundle. The process of routing the commission to the retailer would be as follows:

- The retailers through which the handset bundles are sold are mapped to a particular franchisee as mentioned in the process document above.
- When the SIM is earmarked to OTPL, the MSISDN of the SIM will be entered into Sancharsoft against OTPL's name to which it was assigned. (For unbundled SIMs, the SIM code is entered against the name of the retailer).
- When the bundle is sold, retailer asks the particular franchisee to activate the SIM of the customer. On activation, the information is sent to Sancharsoft, which identifies that the SIM was allocated to OTPL and it will be activated.
- Special First Recharge Coupon (FRC) will be generated for bundled SIM which would cost ₹ 74/-, which is more than the regular FRC. But there would be a number of attractive benefits provided with the FRC, as discussed in the next section, which will make the bundled SIM an attractive proposition for the customer. The commission on these new FRCs will still stay the same as the corresponding regular FRC. Regular FRC cannot be activated on bundled SIMs.
- The customer would be sent a message about the successful activation of the SIM and the message will contain the information about the extra benefits which are provided on the SIM as a part of the bundled offer. It should be mentioned that if the SIM is used outside the bundled phone, these benefits will be withdrawn and the SIM may be deactivated.

Scenario 1: Direct payment to retailer – Commission paid on FRC recharge – Special bundle FRCs

This scenario is feasible in circles where the Sancharsoft integration has been completed and direct payment to retailers is possible.

- The commission of OTPL channel for SIM activation (equal to the commission being paid to franchisee channel) will be recorded but is sent to the retailer only when the

FRC is activated on the SIM. The retailer who puts the FRC on the SIM will get the commission for SIM activation as well. This would motivate the retailer to push the sale of FRC also at the time of buying the bundle.

- Once the FRC request is received, the commission for FRC and the SIM activation is paid directly to the dealer through the C top up SIM. The share of the franchisee towards SIM activation and FRC is also paid.
- The proposed share of the retailer out of the SIM activation commission (₹ 20/-) is 90% of the total commission (i.e., ₹ 18/-). Thus, in total, the retailer would make ₹ 18/- + FRC commission share for a bundle sale. The CAF commission will be separate and will be sent to retailer and franchisee only when the CAF reaches BSNL. The FRC share between franchisee and retailer will be guided by BSNL's sales and distribution policy.
- The CAF will be collected from the retailer by the regular FoS visits by the franchisee. The retailer is expected to do initial verification by checking the photo ID and address proof of the customer.
- When the CAF is submitted to the franchisee, he/she will enter the CAF information in the Sancharsoft system. CAF will also include the 10 digit alphanumeric PoS code, which identifies the retailer who sold the bundled SIM. After the retailer is identified and the CAF is submitted to BSNL, the CAF commission of validated applications is sent to the channel. Though it is possible to send the commission share of the retailer directly, in order to provide some flexibility in the channel, the commission is sent to the franchisee, who in turn is expected to transfer and appropriate amount to the retailer.
- The proposed share of the retailer in the CAF commission is 50% of the total commission of ₹ 20/- (i.e., ₹ 10/-)
- If CAF information is found to be incorrect and the verification fails, the SIM will be deactivated within 72 hours.

Scenario 2: Retailer commission through Franchisee

This scenario will be applicable to those circles where Sancharsoft integration is not complete and direct commission to retailer is not feasible.

- The commission of the channel will be sent to the franchisee through his C top up SIM and guidelines will be issued to share the commission with the retailer. The exact split of the commission will be decided by the circle as per guidelines issued by BSNL CO.

- The CAF will be collected from the retailer by the regular FoS visits by the franchisee. The retailer is expected to do the initial verification by checking the photo ID and address proof of the customer.
- When the CAF is submitted to BSNL office, franchisee will be given ₹ 20/- per CAF, which is to be shared with the retailer based on the guidelines provided by BSNL CO.
- If CAF information is found to be incorrect and the verification fails, the SIM will be deactivated within 72 hours.

Customer benefits

The bundle offer must be extremely attractive to the customer to buy the BSNL bundle as against other operator bundles mostly available with the same retailer.

In order to make the BSNL offer attractive to the customer, the competent authority has decided to launch the following offer on bundled SIMs along with special FRCs.

- All the STVs available in the market shall be available to the OTPL bundled handsets.
- For 2G customers, free talk time of ₹ 50/- per month will be given for the first three month, provided the customer does a minimum recharge of ₹ 50/- per month.
- For CDMA customers, ₹ 100/- (Onnet + Offnet) + ₹ 100/- (Onnet) with a validity of 30 days.

Annexure V

List of nodal officers of OTPL

Name	Region	State	Based Location	Designation	Contact No	Email ID
Umesh Dhayet	WEST	MP	Bhopal	Area Sales Manager	9926177727	umesh.d@olive.me
Dhimant Shah	WEST	Gujarat	Ahmedabad	Area Sales Officer	9727744203	dhimant.s@olive.me
Giradharilal Manikchand sharma	WEST	MH	Nasik	Area Sales Manager	9373980003	giradharilal.s@olive.net
Aravindh Raamaiah	SOUTH	KT	Mangalore	Area Sales Manager	7411176422	aravindh.r@olive.me
Binu P	SOUTH	Kerala	Cochin	Sales Manager	9249551100	binu.p@olive.net
Jaripiti Bhaskar	SOUTH	AP	Hyderabad	Area Sales Manager	9966393000	jaripiti.b@olive.me
S Subramaniam	SOUTH	Chennai	Tamil Nadu	Sales Manager	9003024700	s.subramanian@olive.me
Amit Kumar	NORTH	West Up	Ghaziabad	Sales Manager	9953006003	amit.k@olive.me
Fazal Hamdani	NORTH	J & K	Kashmir	Area Sales Manager	9622200020	fazal.h@olive.me
Mahesh Sood	NORTH	HP	Mandi	Area Sales Manager	9736209000	mahesh.s@olive.me
Mandeep Singh	NORTH	Punjab	Amritsar	Area Sales Manager	9988895122	mandeep.s@olive.me
Subhash Mehra	NORTH	Haryana	Kurukshetra	Area Sales Manager	9996299933	subhash.m@olive.net
Vinod Kumar	NORTH	Punjab	Chandigarh	Area Sales Manager	9217777737	vinod.k@olive.me
Mukul Srivastava	NORTH	UP East	Lucknow	Area Sales Officer	9450711373	mukul.s@olive.net
Vinay Suri	NORTH	Jammu	Jammu	Area Sales Officer	9419300941	vinay.s@olive.me
Mahendar Kumar	NORTH	Uttranchal	Dehradun	Area Sales Manager	9953211222	mahendra.k@olive.net
Sanjay Kumar	EAST	Patna	Bihar	Area Sales Manager	9835608799	sanjay.s@olive.me
Soumitra Chakraborty	EAST	West Bengal	West Bengal	Area Sales Manager	9831098699	soumitra.c@olive.me
Abhaya Sahoo	EAST	Orissa	Bhubneshwar	Area Sales Officer	9090000906	abhaya.s@olive.me
Vishnu Kapoor	EAST	Jharkhand	Ranchi	Area Sales Officer	9304020400	vishnu.k@olive.me
Shubhradeep Saha	EAST	Assam& North East	Guwahati	Area Sales Manager	9435044884	shubhradeep.s@olive.net

Annexure VI

Contact details of GM (Marketing) of different circles

Sl. No.	Circle	Name	Business Phone	Business Fax	Mobile	E-mail
1	BSNL CO	Ashutosh Gupta	011-23327727	011-23329723	9868911919	ashutosh_gupta@bsnl.co.in
2	Andaman & Nicobar					
3	Andhra Pradesh	K.K. Thakur	040-23201010	040-23200666	9440000808	kkthakur@bsnl.co.in
4	Assam	V.K Arya	0361-2736420	0361-2460566	9435599888	vkarya@hotmail.com
5	Bihar	H.S. Dwivedi	0612-2239952	061-22221681	9431000018	gmbdnc_bihar@bsnl.co.in
6	Chattisgarh					
7	Chennai	Prabhakar V	044-28585656	044-28527711	9445000900	vprabhakar@bsnl.co.in
8	Gujarat	S S Chandak	079-26481001	079-26481708	9426010001	sschandak@gmail.com
9	Haryana	J S Sahota	0171-2603366	0171-2603311	9466000081	jssahota@bsnl.co.in
10	Himachal Pradesh	Chandrasekhar	0177-2620440	0177-2621330	9418164400	gm.cm.hp@gmail.com
11	Jammu & Kashmir	Imtiaz Ahmed	0191-2475758	0191-2475759	9419120198	iahmed47@gmail.com
12	Jharkhand	S.K Bose	0651-2737000	0651-2273733	9431100020	skbose@bsnl.co.in
13	Karnataka	Chandrasekhar	080-25301190	080-25301144	9448010671	chandrasekharan@bsnl.co.in
14	Kerala	Amit Mishra	0471-2306600	0471-2305922	9447606060	gm_sm_cm_kerala@bsnl.co.in
15	Kolkata	S .K Bhaduri	033-22438000	033-22438001	9433000382	sk_bhaduri@bsnl.co.in
16	Madhya Pradesh	Arvind Sinha	0755-2675151	0755-2675252	9425001786	arvindsinha@bsnl.co.in
17	Maharashtra	Monisha Biswas	022-26613072	022-26610847	9423993199	biswas.monisha@gmail.com
18	North East -I	C K Bhatia	0364-2224737	0364-2228244	9436178383	gmmkt_ne1@bsnl.co.in
19	North East -II	Anil Kumar	0386-2235888	0386-2225888	9436832568	gmmarketing@gmail.com
20	Orissa	N K Bhoi	0674-2545900	0674-2541221	9437334444	narendrakbhoi@gmail.com
21	Punjab	S K Sharma	0172-2612400	0172-2604199	9464003311	shailendrak_sharma@bsnl.co.in
22	Rajasthan	Anupam Shrivastav	0141-2363132	0141-2376100	9414001111	anupamsrivastava@bsnl.co.in
23	Tamilnadu	C V Vinod	044-28297878	044-28297979	9442106456	gmcmtsitn@bsnl.co.in
24	UP(E)	Rajeshkumar	0522-2234233	0522-2234234	9415111155	rkuma333@gmail.com
25	UP(W)	B L Varshney	0121-2660300	0121-2668880	9412700123	blvarshney@gmail.com
26	Uttarakhand	Anil Verma	0135-2714499	0135-2714989	9412000502	averma@bsnl.co.in
27	West Bengal	T.P. Layak	033-22135747	033-22135746	9434037999	gmmktgwb@bsnl.co.in

