



No:-9-44/2012-P&P-CM (pt-II)

Dated: 15/4/2015

17/4/15

To

The Chief General Managers
Haryana, Punjab, HP, J&K
Rajasthan, UP (east), UP (West) & Uttarakhand

SUB: Device Bundling Coupons for Smartphones, Tablets & Feature Phones.

Competent authority has approved the below mentioned Device Bundling Coupons for Smartphones, Tablets & Feature phones sold under reverse bundling scheme by Bundling Partners.

A. Device Bundling Coupon: - Price - Rs300 /-{Exclusive of Service Tax}

- a. Applicability for product bundled:- **Smartphones & Tablets**
b. Freebies offered:-

S.No.	Particulars	Details
I.	Free data	500MB Data Per Month for 12 months
II.	Plan activation through exiting pl Voucher	Any prepaid general plan
III.	Validity of freebies	12 months from the date of activation
IV.	Applicability for bundling partner	As per detail mentioned at point no-3 below

B. Device Bundling Coupon: - Price- Rs151/- {Exclusive of Service Tax}

- i) Applicability for product bundled:- **Smartphones & Tablets**
ii) Freebies offered:-

S.No.	Particulars	Details
a)	Free data	250MB Data per Month for 12months
b)	Plan activation through exiting pl Voucher	Any prepaid general plan
c)	Validity of freebies	12 months from the date of activation
d)	Applicability for bundling partner	As per detail mentioned at point no-3 below

C. Device Bundling Coupon: - Price- Rs201/- {Exclusive of ServiceTax}

- i) Applicability for product bundled:- **Smartphones**
- ii) Freebies offered:-

S.No.	Particulars	Details
a.	Free data	250MB Data Per Month for 12 months
b.	Free Voice calls{On-Net}	100 minutes per month for 12 months
c.	Plan activation through exiting pl Voucher	Any prepaid general plan
d.	Validity of freebies	12 months from the date of activation
e.	Applicability for bundling partner	As per detail mentioned at point no-3 below

D. Device Bundling Coupon: - Price- Rs50/- {Exclusive of ServiceTax}

- a) Applicability for product bundled:- **Feature Phones**
- b) Freebies offered:-

S.No.	Particulars	Details
I.	Free Voice Call (On-Net)	100 Minutes per month for 6 months
II.	Plan activation through exiting pl Voucher	Any prepaid general plan
III.	Validity of freebies	6 months from the date of activation
IV.	Applicability for bundling partners	As per detail mentioned at point no-3 below

1. The above free data is to be allowed at the time of activation only. The freebies offered with plan voucher will be added with the freebies offered with the Device Bundling Coupon and to be consumed within the period mentioned in the table from the date of activation.
2. The device Vendor has to put a Device Bundling Coupon in the box containing the freebies offered by BSNL.
3. **The above Device Bundling Coupons will be applicable with effect from 20/4/2015 to the date mentioned below**
 - a) **Bundling coupons for M/s Exotic Global Trades Pvt. Ltd upto 27/4/2015**
 - b) **Bundling Coupons for M/s Champion Computers Pvt Ltd upto 7/8/2015**
4. **Shelf life of Device Bundling Coupons will be 12 months from the date of generation in the Sancharsoft system and accordingly, date of expiry has to be printed on each Device Bundling Coupon by the Device Bundling Partner.**

5. Bundling partner can purchase Device Bundling Coupons in the lot of 2000 at a time from any one Circle in the Zone and sell anywhere in the same Zone.
6. Initially these coupons will be applicable for three Circles i.e. Haryana, HP & Punjab as these Circles have been migrated to New IN. As soon as migration of remaining Circles to New switch completed then these orders for Device bundling coupons will be applicable for remaining Circles also.
7. Letter no.9-63/2014-P&P-CM dated; 3/9/2014 issued alongwith bundling agreement to West & South Zone Circles will be applicable to North Zone Circles. Attached as Annexure -I & Annexure-II.

This may be brought to the notice of all concerned for implementation with immediate effect.


Bhuwanendra Kumar
DGM (P&P—CM)

Copy to:-

1. Sr.GM (CMTS), Nodal Center Chandigarh for information. and n/a pl.
2. GM(Fin-CM), BSNL CO New Delhi-1
3. BSNL Bundling Partners (M/s Champion Computers Pvt. Ltd, , M/s Exotic Global Trades Pvt. Ltd)