

605, Products & Pricing-Consumer Mobility
Bharat Sanchar Bhawan, New Delhi-1
Tel No: 23329722 Fax 23329723



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

NO.9-6/2013-P&P-CM

Dated: 27th August, 2013

To

1. Chief General Manager
All Telecom Circles
2. Chief General Manager,
ITPC, Pune.
3. Sr. GM (CMTS) Nodal Center
Pune/ Chandigarh/ Kolkata/ Trichy

Subject: Guidelines regarding Gift Coupons from Sanchasoft to be used for Bundling Partners

BSNL has been signing agreement with various Bundling Partners, who sell Tablets & Smart phones. These bundling partners used to face many problems with regards to buying of SIMs, activations, CAFs and finally reconciliation in different Circles. As a consequence, growth of bundled offers was dismal.

2. There was thus need to streamline the process and have some mechanism whereby all such hurdles are taken care of. ITPC team has developed "Gift Coupon module" in Sanchasoft. It is reported to have been tested successfully in West Zone. In order to make use of the said sub-system, following guidelines are hereby issued for implementation with immediate effect:-

- a) Secret PINs for Bundling BSNL products on the pattern that for recharge/top up coupons, will be generated by the zonal Sanchasoft system. The quantity of PINs named as Gift Coupons will be purchased by the Device Bundling Partner from the designated AO in any Circles of the Zone.
- b) The Bundling Partner (Vendor) can approach the designated AO and pay for the Gift Coupons @ price defined in the relevant agreement. The AO will generate invoice and will accept the payment. Required number of secret PINs (Gift Coupons) will get generated automatically on confirmation of the payment by the AO.
- c) Bundling partner will provide to the designated SDE or DE in charge for the sale of bundling products, IMEI number of devices being bundled with the Gift Coupons for loading in the Sanchasoft system. The DE or SDE will issue required number of secret PINs in password protected CD (Equal to the number of quantity of IMEIs supplied & payment made) to the authorised representative of the Device Bundling Partner. The Partner will get secret PINs printed as scratchable Gift Coupons.
- d) There will be standard instructions on gift coupon relating to SMS to be sent using BSNL SIM in the newly bought bundled device. Keyword like "PENTA space PIN space last 6

digits of IMEI" will be typed as SMS & will be sent to short code 53734 for device bundled by M/s Pental, and other information like Call Center No. Website address etc. as approved by BSNL.

- e) The Partner will bundle Gift Coupons with Device and arrange selling anywhere in the zone. The subscriber will scratch the gift coupon to know secret PIN to be sent in the body of SMS alongwith last 6 digits of IMEI. Having got the new BSNL mobile number activated or by using working BSNL SIM, subscriber will send SMS as per instructions given on the Gift Coupon.
 - f) The messages will reach zonal Sanchar Soft system, which will check authenticity of PIN & also of IMEI with its own database. If PIN & IMEI details are found to be valid in Sancharsoft, it will send a trigger to the IN system/billing system for enabling the prescribed free bees as part of the bundled scheme to the BSNL mobile number from which SMS was received. At the same time, Sancharsoft will change the status of secret PIN as well as that of IMEI as "used" and can not be re-used.
3. Sancharsoft will provide Daily/ Monthly Circle-wise & Bundling Partner-wise sales report.

This issues with the approval of GM (P&P-CM).



(R. S. SHARMA)
Dy. Manager (PDP-CM)

Copy to:-

- 1. CMD & all Directors, BSNL Board.
- 2. GM (NWO-CM/ Fin-CM/ NWP-CM/ VAS/ RA/ Taxation/ CA/ S&M) BSNL CO
- 3. All BSNL Bundling Partners (M/s Pantel Technologies Pvt Ltd, M/s Fitech Equipments (India) Pvt Ltd, M/s Teracom Pvt Ltd, M/s Kingworld Electronics Pvt Ltd, M/s Teleecare Networks India Pvt Ltd and M/s Vishal Telecommunications Pvt Ltd.)