



File No. 9-44/2012-P&P_CM

Dated: 12.06.2013

To,

The Chief General Managers,
All telecom Circles/Metro Districts.

Subject: Promotional plan for Tablets under reverse bundling-reg.
Ref: letter no. 9-44/2012-PP-CM dated 10.06.2013

Competent authority has approved the below mentioned tariff plan for reverse bundling of Tablets.

Plan Charge Rs.200 (inclusive of all applicable taxes per connections from reverse bundling vendors.
This includes cost of SIM and special Combo plan with activation)

The plan offer the following freebies

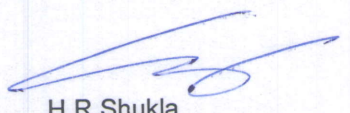
- 50Minutes per month free call from BSNL to BSNL for 6 months.
- 500MB per month data download free for 6months.
- Rest of the feature shall be as per 2G General Plan.

Special term and conditions:

- Access is provided to the reverse vendors at BSNL premises for selling their product with SIM.
- The SIM + Combo plan for the tablet will be given by department staff to the customer free of cost and the cost of SIM and combo plan of Rs 200 inclusive of tax will be recovered from the reverse bundling vendors.
- For enrolling more customers in this plan, some incentive/prize may be given to SSAs/staff, which may be decided by Circle head within his own power and funds allotted to the circle, subject to maximum expenditure in the circle calculated @of Rs 50/- per connection.
- Minimum assurance of 10,000 connections is to be given by product vendor for which BG of Rs 2 lac @ 10% of minimum assured amount may be taken by the BSNL from each vendor. Bill settlement based on activation of connection may be done on weekly basis with vendors.
- The above scheme of special combo plan should be offered on sale through BSNL outlets only. The SIM so provisioned will be sold by BSNL staff only and the vendors will deploy their person to sell tablet along with these connections in BSNL premises.
- The above tariff will be applicable with immediate effect.
- All reverse bundling vendors of the tables having signed agreement with BSNL at corporate level shall be eligible to operate under this scheme. Any or all models of the tablet included in the agreement can be bundled under this scheme.
- This is promotional offer for 90days w.e.f. date of launch in the circle.

CGMs will decide the following:

- The vendors and models of the tablet.
- CSC's from which tablets will be sold in the circles.


H.R.Shukla
Sr.GM (P&P-CM)

Copy to:

1. GM (VAS), Nodal center Chandigarh / Kolkata / Pune / Trichy are requested to configure the above plan.
2. GM (Fin-CM) for information and necessary action please.
3. M/s PTPL, M/s Teracom, M/s Whishtel, M/s Kingworld Electronics Pvt Ltd. and M/s Teleecare Networks India Pvt Ltd. for necessary action.