

No. 26-02/2012-T&C-CM

Date: 06.01.2016

Circular T&C-CM No. 63/15-16

To
 All CGMs- Telecom Circles/ Telephone Districts

SUB: Rationalization of 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.

(I)

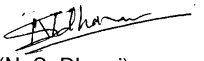
S.No.	Particulars	Bundling Coupons Applicable for Tablet/ Smartphones	Bundling Coupons Applicable for feature phones.
1.	Price of Bundling coupons (Exclusive of service tax)	Rs.120/-	Rs.60/-
2.	Free Data per month for 12 months	100MB	NIL
3	Free Voice calls(on net) per Month for 12 months	NIL	60 minutes
4.	Validity of freebies in months from the date of activation	12	12
5.	Minimum quantity allowed to purchase in one time.	2000	2000
6.	Plan activation through exiting plan Voucher	Any Pre-Paid General Plan	
7.	Shelf Life of Bundling Coupons	12 months from the date of generation in the Sancharsoft.	
8.	Validity of Bundling Coupons.	These bundling coupons will be applicable for 12months from the effective date of this circular. (However, the same may be reviewed before the expiry of the above period.)	

(II) It has also been decided that in future bundling coupons would be common for all bundling partners, thus existing M/s PTPL denomination of bundling coupons will be applicable for all other reverse bundling partners.

(III) All other terms and conditions would remain same.

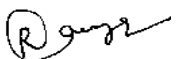
- The above free data is to be allowed at the time of activation only. The freebies offered with plan voucher will be added with the freebies offered with the Device Bundling Coupon and to be consumed within the period mentioned in the table from the date of activation.

3. The device Vendor has to put a Device Bundling Coupon containing freebies offered by BSNL in the Device box.
4. **The above Device Bundling Coupons will be applicable with effect from 11/01/2016.**
5. **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.
6. **Bundling partner can purchase Device Bundling Coupons in the lot of 2000 at one time as mentioned in above tables from any Circle.**
7. **In East Zone these coupons are applicable in Bihar, Jharkhand, Odisha, Andaman & Nicobar, West Bengal Telecom Circles & Kolkata Telecom District.**
8. **These coupons will be applicable in NE1, NE2 & Assam too, whenever these circles are migrated to New ALU IN.**


(N. S. Dhami)
AGM (T&C-CM)

Copy to:

- 1) CMD, BSNL.
- 2) Directors- CM/CFA/EB/HR/Fin, BSNL.
- 3) ED-Fin/CA/NB, BSNL.
- 4) All PGMs / GMs, BSNL C.O.
- 5) GM (IT) - for making necessary updation in website and place in news item.
- 6) Sr. GM (Sales & Marketing)- for marketing initiative.
- 7) Sr. GMs/GMs (CMTS Billing Centre) - for information and necessary action pl.).
- 8) GM (VAS-Tech)/GM (NWO)/PGM (Regulation), BSNL C.O.
- 9) Director General P & T Audit, Delhi- 110054.
- 10) All Reverse Bundling Partners - for information pl.
- 11) OL Section –for Hindi version.
- 12) Guard file.


(Rakesh Arya)
Dy. Manager (T&C-CM)