



Letter No: 9-25/2010-P&P-CM

Dated: 28/3/2012

29/3/12

To

The Chief General Managers
All Telecom Circles/ Telecom Districts
Bharat Sanchar Nigam Limited

SUB: Clarification in respect of issue of SIM cards for reverse bundling regarding.

BSNL has signed MOU / agreement for reverse bundling with different Vendors for sale of their products after bundling with BSNL's SIM cards. With reference to queries raised by different Circles for allotment of SIM cards for bundling to Vendors, Circles have sought the clarification for the following

- The demand estimation of devices bundled will be done centrally at the corporate office in consultation with Vendors and respective nodal officer as assigned by the GM Sales and Marketing of the circle consumer mobility business unit.
- Based on estimated demand, the number of SIM cards will be earmarked to the Vendors at the corporate office and will be sent to the Circles. Circles can not issue these SIM cards to any other Vendor or any SSA for unbundled sale.

It is clarified that all Telecom Circles / Metro districts are authorized to allot the SIM cards to the Vendors as per requirement and depending upon the availability. Circles are requested to issue the SIM cards to the Vendors ^{from} ~~form~~ one center point only & keep proper account of utilization of SIMs. SIMs are to be issued in small lots.


Ashutosh Gupta
Addl.GM (PD-CM)