

Bharat Sanchar Nigam Ltd.

(A Government of India Enterprise)

Tariff & Costing-CM Section, Corporate Office,
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Tel. No.011-23037200 Fax No.011-23329125



No.26-4/2012-T&C-CM

Date: 03.05.2012

Circular T&C-CM No. 9/12-13

Sub: Introduction of Start-up Kit (SUK) for Bundled Data Card under GSM services-reg.

Kindly refer to this office order of even No. dated 14.03.2012, 29.03.2012 and orders issued from time to time vide which prepaid tariffs were revised under GSM services. Based on the feedback received from field units, it has been decided by the Competent Authority to introduce a Start-up Kit (SUK) for activation of data plan for Bundled data cards as under:-

i) **Start-up Kit (SUK)**

Sl. No.	Particulars	Details
a)	Start-up Kit (SUK) price (Incl. of S. Tax)	Rs.100
b)	Free Data usage	1GB
c)	Validity of freebies	30 days from the date of activation.
d)	Applicability	For 2G & 3G data plans with sale of BSNL Data Card or any of the BSNL bundled Data Card
e)	Discount offered with SUK	Existing discount offered with USIM

- (ii) The MRP of SUK includes price for USIM. For plan activation, existing plan voucher of Rs.51 will be used.
- (iii) The SUK is to be physically bundled with data card and not to be allowed for sale as stand alone sale of SIM.
- (iv) The above SUK is to be provided to the Data Card vendors directly after taking discounted amount towards SUK as per para (i) above from vendors for physical bundling with the BSNL bundled data card.
- (v) The above free data usage is to be allowed at the time of activation only. The free data usage offered with plan voucher will be added with the free data usage of 1 GB with the SUK and to be consumed within 30 days from the date of activation.
- (vi) The above SUK will be applicable in circles where it is technically feasible. In all other circles the existing activation procedure will continue to apply.

2. The above tariff will be applicable with effect from **11.05.2012**.

3. This may be brought to the notice of all concerned for taking necessary action. Press note and proper advertisement as deemed fit may be made to generate adequate response.

4. The impact of above tariff needs to be analyzed and feed back submitted on monthly basis to BSNL HQ for future reference on Fax No. 011-23329125 and e-mail – prema@bsnl.co.in or skmohakud@bsnl.co.in.

R. K. Maheshwari
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To
All CGMs- Telecom Circles/ Telephone Districts

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Copy to:

- 1) CMD, BSNL.
- 2) Directors- CM/CFA/E/HR/F, BSNL.
- 3) ED-F/CA/NB, BSNL.
- 4) All PGMs / GMs, BSNL C.O.
- 5) GM (IT)- for making necessary update in website.
- 6) GMs (Marketing)/(Sales)- for marketing initiative.
- 7) GMs (CMTS/CDMA-Billing Centre).
- 8) Director General P & T Audit, Delhi- 110054.
- 9) OL Section –for Hindi version.
- 10) Guard file.


(Subrat Kumar Mohakud)
Dy. Manager (T&C)