

No. 26-17/2009-R&C (Pt.)

Date: 29.12.2016

Circular T&C-CM No. 48/16-17

To

All CGMs- Telecom Circles/ Telephone Districts

SUB: Device Bundling Coupons for Smartphones, Tablets & Feature Phones for Reverse Bundling Partners.

Competent authority has approved the below mentioned Device Bundling Coupons for Smartphones, Tablets & Feature phones sold under reverse bundling scheme by Bundling Partners.


A. Device Bundling Coupon: - Price – Rs1560 /- (Exclusive of Service Tax)

- a. Applicability for product bundled:- **Smartphones, Tablets & Feature Phones**
 b. Freebies offered:-

S.No.	Particulars	Details
I.	Free data	1GB Data Per Month for 12 months
II.	Free Voice Call (On-Net) except CUG in minutes per Month	NIL
III.	Within CUG Voice Call free	Unlimited
IV.	Free Numbers of SMS (Local/National)/Month in Home LSA	50 Nos
V.	Group Size of CUG	Single Group for a Circle
VI.	Plan activation through exiting Plan Voucher	Any prepaid general plan
VII.	Validity of freebies	12 months from the date of activation
VIII.	Minimum Quantity allowed to purchase in one time	Initially 2000 after that multiple of 10,000.
IX.	Validity of Bundling Coupon	These bundling coupons will be applicable for 12 months from the effective date of this Circular.
X.	Applicability for bundling partners	For All Reverse Bundling Partners.

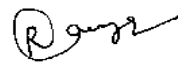
- The above free data is to be allowed at the time of activation only. The freebies offered with plan voucher will be added with the freebies offered with the Device Bundling Coupon and to be consumed within the period mentioned in the table from the date of activation.
- The device Vendor has to put a Device Bundling Coupon containing freebies offered by BSNL in the Device box.
- The above Device Bundling Coupons will be applicable with effect from immediate effect.**
- 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 initially minimum 2000 after that Device Bundling Coupons in a multiple of 10,000.
7. Bundling partner can purchase Device Bundling Coupons as detailed in the above table from any Circle.
8. This circular is issued based on the approval of competent authority in P&P-CM cell file No. 9-44/2012-P&P-CM (Pt. I). Queries/clarification/feedback in respect of above tariff may be addressed to Product and Pricing-CM Section, C.O., BSNL, New Delhi on hqcm.pp@gmail.com, hqcm_pp@bsnl.co.in


(N. S. Dhami)
DGM (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 (Nodal Center-Chandigarh for info. and n/a 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)