

General Manager (S & M - CM)

Sales & Marketing - Consumer Mobility

3rd Floor, New CTS Building

16, Greams Road, Chennai – 600 006

Phone: 044-28297878 Fax: 044-28297979



भारत संचार निगम लिमिटेड

(भारत सरकार का उद्यम)

BHARAT SANCHAR NIGAM LIMITED

(A Government of India Enterprise)

S&M-CM/166/3G Data Card/12-13/ 88

dt @ Chennai-6 the 17.12.2012.

Sub: Offering 3.6Mbps data card at reduced price as a back-up to ADSL postpaid Broadband customers - reg.

Ref : C.O. Lr No.: 26-18/2010-T&C-CM Circular No.61/12-13 dt 17.09.2012.

Approval of the competent authority is hereby conveyed for the implementation of a promotional scheme of offering 3.6Mbps data card at reduced price as a back-up to ADSL postpaid Broadband customers in Tamilnadu Circle with effect from 18-12-2012 to 17.03.2013, on promotional basis for 90 days.

The details are as given below:-

A. For ADSL Broadband customers with FMC >= Rs.600/- plan (monthly payment option)

- Sale price of 3.6Mbps 3G data card: Rs.800/-(Excl. of VAT)
- SUK with 1GB free data usage embedded in the SIM with a validity of 30 days- Rs.132 (Exclusive of S.Tax)
- SUK price includes price of Normal SIM and if the customer wants USIM SIM, then an additional Rs.59 is to be charged.
- The bundled free data usage of 1GB is to be used within 30 days from the date of activation
- Plan voucher Rs.51 (inclusive of S.Tax) (200 MB free data usage to be used within 30days from the date of activation) shall be purchased for activation of data plan.

B. For ADSL Broadband customers under annual payment option or longer period commitment with any FMC plan

- Sale price of 3.6 Mbps 3G data card:-Rs.500/-(Excl. of VAT)
- SUK with 1GB free data usage embedded in the SIM with a Validity of 30 days Rs.132 (Exclusive of S.Tax)
- SUK price includes price of normal SIM and if the customer wants USIM SIM, then an additional Rs.59 is to be charged.
- The bundled free data usage of 1GB is to be used within 30 days from the date of activation
- Plan voucher - Rs.51 (inclusive of S.Tax) (200 MB free data usage to be used within 30 days from the date of activation) shall be purchased for activation of data plan.

After this month, customers are required to recharge their data card at market operated rates offered by BSNL to all data customers.

3. The data cards may be offered through BSNL CSC only, after verification of credential of the customer i.e. the past paid bill of the BSNL ADSL Broadband connection in respect of existing customer and proof of having taken BSNL Broadband connection in respect of new customer, till the stocks lasts, against purchase of SUK, plan voucher and on submission of CAF.

4. It is also to be ensured that only one Data Card as per this order is to be offered against one ADSL connection.

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5. All the terms and conditions currently applicable to Broadband customers and 3G data card customers shall remains the same.

The actual process flow in sancharsoft and the explanatory snap shot is herewith enclosed in annexure.

This is for information for all concerned please.

(V. Balasubramanian)

DGM(Marketing-CM), TN Circle

Chennai-6

044-28290825,9486100625

To

GM (NW-O CM), Trichy -1/ Coimbatore – For information please.

GM(S&M-CM), Chennai Telephones, Chennai – For information please.

GM (F) / Sr. GM (TR) TN Circle, Chennai for information please.

DGM/DE Billing & IT, South Zone Billing Center, – Trichy for information & for necessary action please.

DGM/DE IN Incharge - Trichy & Bangalore - for information & necessary action please.

DGM (N/W Ops-CM)/DE Commercial -Coimbatore - For information & necessary action please.

Heads of SSAs, -- for kind information and necessary action please.

DGM (Sales) & AGM (Sales), Chennai-6 –For information and informing Sales Heads , franchisee managers and retail managers and other Channel partners along with commission structure as applicable

DGM (CS), Chennai-6 - For information and informing Call Centre/Customer Service Centre Officials and ensure uploading the information on the website “tamilnadu.bsnl.co.in” .

DGM (ITPC) HYB – For information and ensure uploading the information on the BSNL PORTAL.

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Annexure

Broad Band Land line offer Process flow

1. BB data offer sub menu will be made available in CSC login under
2. “MISC INVD“ menu.
3. CSC has to issue **2 G / 3 G Dummy SIM cards only** (not 2G/3G Recon SIM)
4. CSC has to enter Land line number with STD code (including ‘0’ along with Land line number)
Example: 04222450005.Name and address along with account number will be displayed in front end of SS.CSC has to double confirm the same with original Land line Bill produced by Customer, as stipulated by the BSNL Corporate Office.
5. IMEI number of 3.6 Mbps data card is to be entered.
6. Sancharsoft will validate Data card for IMEI number, stock, location and data card type.
7. Number selection is from CYMN.
8. **As this offer is eligible for both Broad band Customers with Monthly /yearly rental, it is the responsibility of CSC Staff to select proper plan accordingly. Sancharsoft will not entertain any complaint for wrong selection of plan** by CSC staff.
9. CSC has to make data entry and activation of numbers will be as per new CAF guidelines.
10. Receipt will be generated for Rs 500+132 for yearly rental BB Customers and 800+132 for Monthly rental Customers for 2 G SIM.
11. For 3 G SIM the receipt will be Rs 500+132+59 for yearly rental BB Customers and 800+132+59 for Monthly rental BB Customers.
12. Data Plan voucher Rs.51/- (FRC) is not bundled .
13. The numbers will be created under “Unified plan” in IN and customer has to apply PV Rs.51/- thru’ CTOP-UP after making first call i.e after dialing *123#
14. CSC has to verify genuineness of the customer after confirming the Land line Bill payment.
15. Check has been made to ensure that only one data card can be issued to one land line number. Within SSA from any CSC, customer can get data card. CSC has to enter the correct Landline number.

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Fancy Number Choice-TN
BSNLEmpCUG
BSNLEmpCUG Approval
ReverseBundleIntrResrv

LandLine Number(with STD Code)* IMEI No:*

CAF Serial Number

Type of Customer *

Enter Pin: *

Given Contact No: *

Plan type: Prepaid

SIM type: Normal SIM USIM

Last 5 digits of Sim No: *

Proceed

Done Internet | Protected Mode: On 100%

पंजीकृत एवं निगमित कार्यालय : भारत संचार भवन, हरीश चन्द्र माथुर लेन, जनपथ नई दिल्ली- 110 001

Regd. & Corporate Office : Bharat Sanchar Bhawan, H.C. Mathur Lane, Janpath, New Delhi - 110 001

Website : www.bsnl.in

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BSNLEmpCUG Approval
ReverseBundleIntrResrv
GP2Del Recreation
Post to pre
Cug Activation
Discount Sale
Vanity Level-1
Vanity Level-2
Vanity Level-3

ADDRESS DETAILS

Reserved GSM: 9486493268	Reservation Amount: 0
Plan: BROADBAND SUK MONTHLY REN	Sim No: 8991809055451402

CAF Serial No: TN56456465	SIM Number: 8991809055451402286	Mobilen0 9486493268			
1. Name of the Subscriber/Organisation(As given in Proof of identity document attached with application)*					
First Name: *	f	Middle Name: mm	SurName: *	ss	
2. Name of Father/Husband/Authorised person(As given in Proof of identity document attached with application)*					
fath					
3. Gender *	MALE	4. Date Of Birth *	04-Dec-2012		
5. Complete Local residential Address/Subscription Address(As given in proof of Address document attached with application)*					
Address1: *	ad1	Address2: *	ad2	City: *	dy
District: *	ds	State: *	stat	Pincode: *	564616
6. Complete permanent residential Address of subscriber*(Is same as above ?)Yes No					
Address1: *	ad1	Address2: *	ad2	City: *	dy
District: *	ds	State: *	stat	Pincode: *	564616
7. Bill to be sent to (please Select) As ad. in FTB As stated in Other					
8. Status Of Subscriber					
9. Nationality *	INDIAN	10. Email ID			
11. Photo ID Proof document type (Driving License/voter ID Card/Passport/PAN card/Adhaar/other specify)*					

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 - Post to pre
 - Cug Activation
 - Discount Sale
 - Vanity Level-1
 - Vanity Level-2
 - Vanity Level-3

6. Complete permanent residential Address of subscriber* (Is same as above ?) Yes No

Address1 : *	ad1	Address2 : *	ad2	City : *	dy
District *	ds	State *	stat	Pincode : *	544646

7. Bill to be sent to (please Select) Area...in 5th Address in...Other

8. Status Of Subscriber * (You can select Walk Card... Duration of... PSL... Employee...)

9. Nationality * INDIAN 10. Email ID

11. Photo ID Proof document type (Driving License/voter ID Card/Passport/PAN card/Adhaar/other specify) *

Address card from Dept of Posts Adhar Card	44654656 *	04-Dec-2012 *	1455 *	121 *
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12. Address proof document type (Driving License/Voter ID card/Passport/Adhaar/Other) *

Address card from Dept of Posts Adhar card	5456465 *	27-Nov-2012 *	5456464 *	654564 *
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13. Number of Mobile connections held in name of Applicant (Operator-wise) :

14. Services: 2G 3G 4G 5G 6G 7G 8G 9G 10G 11G 12G 13G 14G 15G 16G 17G 18G 19G 20G 21G 22G 23G 24G 25G 26G 27G 28G 29G 30G 31G 32G 33G 34G 35G 36G 37G 38G 39G 40G 41G 42G 43G 44G 45G 46G 47G 48G 49G 50G 51G 52G 53G 54G 55G 56G 57G 58G 59G 60G 61G 62G 63G 64G 65G 66G 67G 68G 69G 70G 71G 72G 73G 74G 75G 76G 77G 78G 79G 80G 81G 82G 83G 84G 85G 86G 87G 88G 89G 90G 91G 92G 93G 94G 95G 96G 97G 98G 99G 100G

15. Alternate contact No. * 45454563 16. Profession of Subscriber * SERVICE 17. PAN GIR/UID Number.

18. Details of Local reference (is Applicable in case of outstation customer):

Name:	Address Details:	PhoneNo:
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19. Married Status * SINGLE 20. SSA * TUTICORIN 21. DNC ENTRY

22. Payment Mode Cash 23. Remarks 24. DD Details

Preview

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 ReverseBundlingResrv
 GPDel_Recreation
 Post_to_ore
 Cug Activation
 Discount Sale
 Vanity Level-1
 Vanity Level-2
 Vanity Level-3
 Cancel Prepaid Sale
 Dummy Prepaid Paying
 POSTPAID

Receipt No. : Pre-Paid/TNCBTBT1/2012-2013/ 9037 Plan : BROADBAND_SUK_MONTHLY_RENTAL

Date of Allotment	12/13/2012 2:36:54 PM	CSR Centre :	Coimbatore1
CAF SerialNumber:	TN56456465		
Mobile No:	9486493268	Sim No:	8991809055451402286
PUK Number1:	15492321	PUK Number2:	16262415
PIN Number1:	0000	PIN Number2:	0000
Plancharge:	0	ServiceTax:	0
AdvanceRent:	850	SimCost:	59
Activation Fee:	132	Reservation Charge:	0
Customer Name	ff mm ss ff mm ss fabrh ad1 ad2 cty,dis stat-564646		
Local Ref:		DNC Req:	N
Permanent Address	ad1,ad2, cty,dis,stat-564646		
Alternate ContactNo:	4546545613	Married Status	SINGLE
Profession	SERVICE	Nationality	INDIAN
DOB	04-Dec-2012	Gender	M
ID Proof	Address card from Dept of Posts	ID No:	44654656 Issue Date: 04-Dec-2012
		Issue Auth:	1455 Place of Issue: 121
Address Proof	Adhar card	No:	5456456 Issue Date: 27-Nov-2012
		Issue Auth:	5456464 Place of Issue: 654564
Payment Mode:	C	DD Details:	
PAN/GIR/UID Number		Total:	Rs. 1041

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