

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

Date: 16.06.2015

Circular T&C-CM No. 12/15-16

SUB: Device Bundling Coupons for Smartphones, Tablets & Feature Phones for North Zone for M/s PTPL

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 - Rs360 /-{Exclusive of Service Tax}

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

S.No.	Particulars	Details
I.	Free data	500MB Data Per Month for 6 months
II.	Free Voice Call (On-Net) in minutes	100 Minutes per month for 6 months
III.	Plan activation through exiting plan Voucher	Any prepaid general plan
IV.	Validity of freebies	6 months from the date of activation
V.	Minimum Quantity allowed to purchase in one time	2,000
VI.	Validity of Bundling Coupon	These bundling coupons will be applicable for 12 months from the effective date of this circular.
VII.	Applicability for bundling partners	For M/s PTPL

B. Device Bundling Coupon: - Price - Rs300 /-{Exclusive of Service Tax}

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


S.No.	Particulars	Details
I.	Free data	500MB Data Per Month for 6 months
II.	Plan activation through exiting plan Voucher	Any prepaid general plan
III.	Validity of freebies	6 months from the date of activation
IV.	Minimum Quantity allowed to purchase In one time	2,000
V.	Validity of Bundling Coupon	These bundling coupons will be applicable for 12 months from the effective date of this circular.
VI.	Applicability for bundling partners	For M/s PTPL

C. Device Bundling Coupon: - Price- Rs180/- {Exclusive of Service Tax}

- a) Applicability for product bundled:- **Feature Phones**
b) Freebies offered:

S.No.	Particulars	Details
I.	Free Voice Call (On-Net)	100 Minutes per month for 18 months
II.	Plan activation through exiting plan Voucher	Any prepaid general plan
III.	Validity of freebies	18 months from the date of activation
IV.	Minimum Quantity allowed to purchase In one time	10,000
V.	Validity of Bundling Coupon	These bundling coupons will be applicable for 12 months from the effective date of this circular.
VI.	Applicability for bundling partners	For M/s PTPL only

- 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 22/06/2015.**
- 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.
- Bundling partner can purchase Device Bundling Coupons in the lot of 2000 / 10,000 at one time as mentioned in above tables from any one Circle in the Zone and sell anywhere in the same Zone.**
- Technical limitation reported in East Zone is being sorted out where after separate order will be issued for these East Zone.


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

To
All CGMs- Haryana, Himachal Pradesh, Punjab, Rajasthan, UP (E), UP (W), UTT and J&K Telecom Circles.

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) M/s PTPL for information pl.
- 11) OL Section –for Hindi version.
- 12) Guard file.


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