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भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)
BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

9th March, 2009
BSNL/BD/3G Handset/3-77/2008

The Chief General Manager,
All Telecom Circles/Metro Distts.

Sub: Implementation of 3G data card/handset bundling.

BSNL has already launched 3G services in 10 cities on 27th February, 2009. BD Cell had finalized 3G handset bundling and 3G data card bundling scheme vide letter dated 17.02.2009 & 12.02.2009 respectively (copy placed on Intranet Portal).

It has come to notice that some of the circles have yet not started providing the SIMs to the 3G Data Card and Handset vendors due to different reasons. Although, circles have been clearly instructed to issue the SIMs without waiting for the formal Agreement with the 3G Handset/3G data card vendors, however, some of the circles are still insisting on signing of the Agreement. Although, 3G Handsets are available in open market but 3G Data Card is not at all available in open market, non-availability of 3G data card will hamper the 3G acquisition in the mobile broadband segment.

It is again requested that 3G Data Card bundling and 3G handset bundling may be started by all circles where 3G has been launched without waiting for the Agreement copy. Any other clarification, if any may be discussed with BD Cell.

(Premjit Lal)
DGM (BD)

Copy to:

1. PPS to Director (C&M)/(Plg.), BSNL Board for information
2. All GM (Mktg.) for necessary action.