



No: 9-33/2010-P&P-CM

Dated: 30/06/ 2011

To

The Chief General Manager
All Telecom Circles/ Metro Telecom Districts
Bharat Sanchar Nigam Limited

Subject: Bundling of BSNL SIM card with M/s Krishna Telenet Pvt. Ltd.'s GSM Data Card.

1. It is stated that BSNL had rolled out wireless Broad Band services through its 3G (Mobile) network. It is now felt that 3G Data cards are in good demand in the present market conditions. It is decided to open the bundling scheme of 3G data cards to some more desirous vendors in addition to existing/empanelled GSM Data Card Vendors like M/s Micromax, M/s Capital Wireless Pvt. Ltd., M/s Beetel Teletech, Seuji Agroprocessing, 3G Store Systems India Pvt. Ltd.
2. **Empanelment of 3G (Devices and products) by additional Vendor:**
 - (i) **Name of Vendor:** M/s Krishna Telenet Pvt.Ltd. Delhi.
 - (ii) **Types of 3G/GSM Products:**
 - (a) 3G USB Modem
 - (iii) **Empanelled models:**
 - 1) KR3G100
 - (iv) **Network Locking:** The vendor should network lock the devices which shall be sold to BSNL's customers.
 - (v) **Branding of 3G Devices:**
 - Vendor is supposed to provide its product, 3G Data Card in proper packaging.
 - Proper branding of packages of all products/devices will be done as per requirement of BSNL.
 - In addition to the packaging, network settings and startup branding through embedded software, co-branding will also be done by the Vendor.
 - The devices may be preferably cobranded by putting name of the Vendor and BSNL which will be displayed on the devices and packaging also.

- For the ease and convenience of the customers, these 3G data cards will be “Plug & Play” devices and no manual configuration or setting will be required by the end customer for installation and operation.
- 3.1 **Procurement and sale of 3G Data Cards:** Vendor is free to utilize BSNL's distribution channel in addition to its own distribution channel.
- 3.2 **BSNL's/Vendor's Distribution Channel:**
- BSNL's franchisees and Vendor's distributors will purchase 3G data cards directly from the Vendor at the mutually agreed rates. They will sell these data cards to end customer as per prevailing market rate.
4. **After sale service:** The Vendor will be responsible for the after sale service of 3G Data Card. In this regard, details of after Sales Service Centers (ASCs) will be provided by Vendor at points of sale and also in BSNL call centers.
5. **Commission Structure:**
- Commission for the sale of devices will be paid by the Vendor to BSNL / its own franchisee directly. However, BSNL's distribution channel will get the applicable commission/discount as per the Sale & distribution policy for sale & activation of 3G services. However, if distribution channel of Vendor work as retailer of BSNL's franchisee, applicable retailer commission should be extended by BSNL's franchisee in such cases.
6. **Process of Bundling 3G Data Card:**
- I. SIM will be taken by the Data Card Vendor from BSNL Nodal officer and will be bundled with their 3G Data Card, as per the branding guidelines mentioned above.
 - II. These Data Cards will be procured by different distribution channels of BSNL /Vendors/organized retailers for selling further to the end users
 - III. The packaging, branding, customization, network setting will be the responsibility of the Vendor.
 - IV. Sufficient quantity of SIM should be made available by the Nodal Officer in each circle for bundling of 3G Data Cards.
 - V. The details of the bundled Data Cards, SIMs on monthly basis will be provided by the Vendor to the Circle units.
7. **Monitoring and Control/SPOC:** The Marketing/sales Cell of Circle will be responsible for 3G Data Card bundling in the field units. Product & Pricing unit of

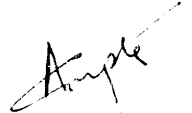
BSNL Corporate Office will have ownership of 3G Data Card bundling at corporate Office.

8. **Coordinators of Vendor:** The central coordinators of the Vendor are as given below:

S.NO.	Name	Desig.	Contact No.	E-mail id.
1.	Lalit Singhal	Director	9416688888	kekundli@gmail.com
2.	Bharti Thakur	Marketing Manager	9467295672	Gindoria2002@Yahoo.co.in

9. **Agreement:**

The terms and conditions of the proposal for bundling has been finalized as detailed above and an agreement has been signed at corporate level with M/s Krishna Telenet Pvt. Ltd. for bundling scheme. All the field units are requested to take necessary action to bundle the 3G Data Card as per the process indicated above.


(Ashutosh Gupta)
DGM (PDP-CM)

Encl: Annexure I (MOU / Agreement with M/s Krishna Telenet Pvt. Ltd.)

Copy to:

M/s Krishna Telenet Pvt. Ltd. Delhi for necessary action pl.