

3311  
R.No 610,Product & Pricing-Consumer  
Mobility, Corporate Office, Bharat Sanchar  
Bhawan, H.C.Mathur Lane, Janpath, New  
Delhi-1  
Tel No: 23327727



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

No: 9-44/2012-P&P-CM (pt-II)

Dated: 25/11/2014

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To

The Chief General Managers  
Gujarat, Maharashtra, MP, Chhattisgarh  
AP, Karnataka, Kerala, Tamilnadu Telecom Circles,  
Chennai Telecom District

**SUB: Device Bundling Coupons for Feature Phones for West Zone and South Zone**

Competent authority has approved the below mentioned Device Bundling Coupon for Feature phone sold under reverse bundling scheme by M/s Pantel Technologies Pvt. Ltd.


**A. Device Bundling Coupon:- Price- Rs155/- {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.	Applicability for bundling partners	M/s Pantel Technologies Pvt. Ltd

1. The above freebies are 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.
2. The device Vendor has to put a Device Bundling Coupon in the box containing the freebies offered by BSNL.
3. **The above Device Bundling Coupons will be applicable with effect from 27/11/2014 to 28/2/2015.**
4. **Self life of Device Bundling Coupons will be 6 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.
5. **Bundling partner can purchase Device Bundling Coupons in the lot of 10,000 at one time from any one Circle in the Zone and sell anywhere in the same Zone.**
6. Technical limitation reported in North & East Zones is being sorted out whereafter separate order will be issued for these two Zones.

This may be brought to the notice of all concerned for implementation with immediate effect.

  
27/11/14  
Bhuwanendra Kumar  
DGM (P&P-CM)

**Copy to:-**

1. Sr.GM (CMTS), Nodal Center /Pune /Trichy / Bangalore/ Ernakulum/ Hyderabad for inf. and n/a pl.
2. GM(Fin-CM), BSNL CO New Delhi-1
3. M/s Pantel Technologies Pvt. Ltd for information and necessary action as committed vide your letter no.-nil, dated:19/11/2014