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

No: 9-6/2010-P&P-CM

Dated 09. 08. 2010

To

All CGM Telecom Circle/ Metro Telecom District

Bharat Sanchar Nigam Limited

Subject: Bundling of CDMA 1 X and EVDO Cards (153 Kbps & 3.1 Mbps).

Reference: This office letter No.BSNL/BD/CDMA Datacard/2009 dated05.10.2009.

1.Background :

With reference to letter mentioned above, BSNL had rolled out Broad Band services through various types of Devices like CDMA 2000 1 X, EVDO Data cards in the Telecom.Network across India to its customers. It is now felt that such devices are in good demand in the present market conditions. So to make these devices available to the desirous subscribers at their will, it is decided to open the bundling scheme of these data cards with existing/empanelled CDMA/GSM data card vendors like M/s Micromax, M/s Capitel Wireless P. Ltd.etc. Keeping in view the market scenario certain terms & conditions of above letters are revised along with the reduction in rates of their Data cards in consultation with them with immediate effect, which are as per the table-I in this letter:

2. Empanelment of CDMA Data Card vendors:

(i) **Data Card vendors**: The competent authority in BSNL has empanelled the following CDMA Data Card vendors for bundling with BSNL"s CDMA data services.

(a) M/s Capitel Wireless P. Ltd.

(b) M/s Micromax Informatics Ltd.

(ii) **Types of CDMA Data Card:**

a.   USB type CDMA 2000 1 X Data cards

b.	USB type CDMA 2000 EVDO Data cards

(iii) **Frequency Band**: The devices will be available in the following frequency bands:

a.	These data cards shall work in the frequency band of 800 M Hz band

(iv) **Data speed**:

a.	CDMA 2000 1 X data card: The data card shall support peak speed of 153 Kbps

b.	CDMA 2000 EVDO Data cards: The data card shall support peak download speed of upto 3.1 Mbps and peak upload speed upto 1.8 Mbps

(v) **Specification of the Data Card:** The broad specifications of all the CDMA Data Cards are indicated for all the devices to be bundled in the Annexure-I

(vi) **Empanelled models**: Following are the empanelled model of CDMA data card.

Table-I : (correct table) Data type

Name of the vendor	Type of Data card	Model	Peak data speed(Down load/Upload)	Price * to BSNL Distributor Rs.	15% Channel margin Rs.	Price after 15% margin Rs.	Tax @ 4% Rs.	End customer Price Rs.
Micromax	USB type CDMA 1X	MMX-200-1X	153 Kbps /153Kbps	1254.18	188.13	1442.31	57.69	1500
	USB type CDMA EVDO	MMX-300C	3.1Mbps/1.8 Mbps	2090.3	313.55	2403.85	96.15	2500
Capitel wireless	USB type CDMA 1X	CW X	153 Kbps /153Kbps	1254.18	188.13	1442.31	57.69	1500
	USB CDMA EVDO REV A	CE 200	3.1Mbps/1.8 Mbps	2090.3	313.55	2403.85	96.15	2500

* Vendor shall workout the prices of the devices keeping in view the market conditions at the mutually agreed terms with BSNL, from time to time.

(vii) Network Locking: The vendor should network lock the devices which shall be sold to BSNL's customers.

(vii) Branding of CDMA Data Cards:

- Vendors are supposed to provide the CDMA data cards in proper packaging.

- Proper branding of packages of these CDMA data cards will be done as per requirement of of BSNL

- In addition to the packaging, network settings and startup branding through embedded software, cobranding will also be done by the Vendors.

- 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 devices will be "Plug & Play" devices and no manual configuration or setting will be required by the end customer for installation and operation.

- The vendor should network lock the devices which shall be sold to BSNL's customers.

3. **Incentives by BSNL and CDMA data card vendors**: Prices indicated (as per Table-I) has been negotiated by BSNL the CDMA/GSM data card vendors and these prices are competitive prices, at present. However vendor shall workout the prices of the devices from time to time keeping in view the market conditions at the mutually agreed terms with Vendors.

4.1 **Procurement and sale of CDMA Data Card**: CDMA data Card will be sold through BSNL's Distribution channel, Franchisee's distribution channel and BSNL's internal distribution like CSCs, organized retail like mobile store, Hotspot etc. The process of procurement of CDMA data card by these different distribution channels will be as given below:

4.2 **BSNL's /Vendor's Distribution Channel**: The BSNL 's franchisees and vendor's distributors will purchase the CDMA data cards directly from the vendors at the approved rate as indicated in table above. The channel margin and End customer price is given in Table-1.

4.3 **Procurement By BSNL**: Some of the retail customers prefer to purchase through BSNL's outlets like CSCs rather than going to the BSNL's Franchisees. If BSNL's CDMA products are not available through its own outlets, it reflects badly on the part of BSNL. Hence it become imperative on BSNL to purchase these devices for short term for sale through CSCs. BSNL's circle units may purchase CDMA Data cards for the requirement of 2 months from CDMA data card vendors. It may be ensured by field units that only limited quantities are procured by the circles to avoid pilling up of inventory. Furthermore, this arrangement is for only those circles where these cards are not available through our own procurement process. For bulk purchases from the vendors' prices may be negotiated at circle level.

5. **Sales and distribution channel**: These data cards shall be sold from the following sales and distribution channel:

   a.   BSNL's all external distribution channel like franchisee network, DSA,.

   Post office etc.

   (b) BSNL's Internal distribution network like CSC.

   (c) Vendors distribution network.

   (d) Organized Retail like 'The Mobile Store' and Hotspot, etc..

   6.   **After sale service**: The vendor will be responsible for the after sales of CDMA Data Cards. In this regard, details of the after Sales Service Centre(ASCs) will be provided by vendor at point of sale.

7. **Commission Structure**: BSNL has kept a Margin of 15% for the distribution channel. BSNL's /vendors distribution channel will purchase these devices as per the prices approved by BSNL and indicated in the Table-1 above. These distribution channel will sell the devices to end customers on the prices defined in Table-I. BSNL's distribution channel will get the applicable commission/discount as per the Sale & distribution policy for enrolling the customers for CDMA services. No commission for CDMA services will be offered by BSNL to vendor's distribution channel. However, if distribution channel of vendor work as retailer of BSNL's franchisee, applicable retailer commission should be extended by BNSL's franchisee in such cases.

8. Process of Bundling CDMA Devices:

(i) CDMA RUIM will be taken by the CDMA Data Card vendors from BSNL nodal officer and will be bundled with their CDMA Data Card, as per the branding guidelines mentioned above.

(ii) These Data Card will be procured by different distribution channels of BSNL /vendors/organized retail for selling further to the end users.

(iii) The packaging, branding, customization, network setting will be the responsibility of CDMA Data card vendors.

(iv) Sufficient quantity of CDMA RUIM should be made available by the nodal officer in each circle for bundling of CDMA data cards.

(v) The details of the bundled devices,RUIMs on monthly basis will provided by the Data Card vendors to the circle units and BSNL corporate Office.

9. **Mointoring and Control/SPOC:** The Marketing/sales cell of circle will be responsible for CDMA Data Cards bundling in the field units. Product & Pricing unit of BSNL Corporate Office will have ownership of CDMA data Card bundling at corporate Office.

10. **Coordinators of Vendors:** The central coordinators of the vendor are as given below:

      (i) M/s Capial Wireless: Mr. Vishal Kapur

      C-53 , 5th Floor, Himalaya House, KG Marg, **New Delhi.**

      Contact: 011- 49494545, Mobile -9810138883, Fax-011-23314602

      Email: vishal.kapur@capitel.in

(ii) M/s Micromax: Mr. Vikas Jain, 697, Udyog Vihar, Phase-V , Gurgaon Contact: 0124-4009600/01/02, Mobile -9868126393, Fax- 0124-4009603 Email: vikas@micromaxinfo.com

11. **Agreement :** The terms and conditions of the proposal for bundling has been finalized as detailed above and an agreement is being signed at corporate level with these vendors for bundling scheme. However circles may take necessary advance action to roll out CDMA bundled data cards.

All the field units are requested to take necessary action to bundle the CDMA data cards as per the process, incentive, and prices indicated above.

Encl: Annexure I

(Ashutosh Gupta)

DGM (PDP-CM)

Copy to:

1. PPS to CMD, BSNL Board New Delhi for information

2. PPS to Director (CM)/ Director (Finance)/ Director (CFA)/ Director (Ent)/ Director (HRD) for information please.

3. ED(F)/ ED(CA)/ED(CN)/ED(NB) for information.

4. PGM(VAS) BSNL Corporate Office New Delhi for information

5. All PGM/GM BSNL Corporate Office

6. G.M.Marketing/GM(sales), All Telecom Circles and Metro Distt.

7. The representatives of M/s Micromax , M/s Huawei, M/s Capitel for necessary action

8. All SSA Heads for necessary action.

CE200-Product Specification

Item		Description
Model	CDMA EVDO USB MODEM	It is a portable and high speed internet access mode for offic home, Zero-CDROM is convenient for user remarkably.
Technical Standard	CDMA IS-95	Supported
	CDMA2000 1x RTT	Supported, 153.6Kbps(DL), 153.6Kbps(UL)
	CDMA2000 1x EVDO Rev.0	Supported, IS-2000 Rel.0 2.4Mbps(DL),153.6Kbps(UL)
	CDMA2000 1x EVDO Rev.A	Supported, IS-856-A, 3.1Mbps(DL),1.8Mbps(UL)
Frequency Band	Band Class 0	Supported, 800MHz,Cellular
External Interface	CDMA Antenna	Supported, Internal Antenna
	Rx Diversity Antenna	Optional, Internal Antenna
	USB Type	standard USB Interface
	USB Speed	USB 2.0 Full Speed
	Power Mode	Powered via the USB interface
	R-UIM Card	standard 6 PIN SIM card interface, compaliant with 3 C.S0023-C v1.0(TIA-802-C)
	AT Interface	IS-707 AT command set and extended AT command set suppc
Main Features	Form Factor	USB STICK
	Dimension (mm)	83.5*26*10
	Weight (g)	21
	Visual Indicator(LED)	a Blue LED indicator for different state.
	Rx Diversity	Optional, 800MHz Only
	Languages Supported	English,more languages could be supported upon requested

	Zero-CD installation	Supported
	Operate System Supported	Windows XP(SP2)/VISTA 32bit/64bit/7
		Mac OS X 10.4.9 or higher (only support INTEL platform)
Main Software Functions	Setup Mode	Plug & Auto Installation
	PIN1	Supported,enable/disable/modify
	GPS	not Supported
	SMS	Supported
	PhoneBook	Supported
	SMS and Data service simultaneously Operation	Supported
PhoneBook	vCard version	2.1/3.0
	new contacts	Supported
	edit contacts	Supported
	delete contacts	Supported
	send SMS	Supported
	move between SIM card and PC	Supported
SMS	Group messages	Supported
	new SMS	Supported
	send SMS	Supported
	save SMS to drafts	Supported
	reply SMS	Supported
	forward SMS	Supported
	delete SMS	Supported
	import from SIM to PC	Supported

Additional Features	Micro-SD Card Slot	Supported, Max up to 8G
Certification	Microsoft WHQL	Supported
	Other	Could be supported upon requested
Standard Package Contents	CDMA EVDO USB MODEM	1
	Quick Start Guide	1

CM360 Product Specification

Item		Description
Model	3G USB MODEM	It is a portable and high speed internet access mode for offic home, Zero-CDROM is convenient for user remarkably.
Technical Standard	WCDMA	Supported
	HSDPA	Supported
	EDGE	Supported
	GPRS/GSM	Supported
Frequency Band	Band Class 0	Supported, 900MHz,Cellular
External Interface	CDMA Antenna	Supported, Internal Antenna
	Rx Diversity Antenna	Optional, Internal Antenna
	USB Type	standard USB Interface
	USB Speed	USB 2.0 Full Speed
	Power Mode	Powered via the USB interface
	R-UIM Card	standard 6 PIN SIM card interface, compaliant with 3 C.S0023-C v1.0(TIA-802-C)
	AT Interface	IS-707 AT command set and extended AT command set suppc
Main Features	Form Factor	USB STICK

	Dimension (mm)	83.5*26*10
	Weight (g)	21
	Visual Indicator(LED)	a Blue LED indicator for different state.
	Rx Diversity	Optional, 800MHz Only
	Languages Supported	English,more languages could be supported upon requested
	Zero-CD installation	Supported
	Operate System Supported	Windows XP(SP2)/VISTA 32bit/64bit/7
		Mac OS X 10.4.9 or higher (only support INTEL platform)
Main Software Functions	Setup Mode	Plug & Auto Installation
	PIN1	Supported,enable/disable/modify
	GPS	not Supported
	SMS	Supported
	PhoneBook	Supported
	SMS and Data service simultaneously Operation	Supported
PhoneBook	vCard version	2.1/3.0
	new contacts	Supported
	edit contacts	Supported
	delete contacts	Supported
	send SMS	Supported
	move between SIM card and PC	Supported
SMS	Group messages	Supported
	new SMS	Supported
	send SMS	Supported
	save SMS to drafts	Supported

	reply SMS	Supported
	forward SMS	Supported
	delete SMS	Supported
	import from SIM to PC	Supported
Additional Features	Micro-SD Card Slot	Supported, Max up to 16G
Certification	Microsoft WHQL	Supported
	Other	Could be supported upon requested
Standard Package Contents	3G USB MODEM	1
	Quick Start Guide	1