



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

Dated: 6/6/2014

To

The Chief General Managers
All Telecom Circles/ Telecom Districts

SUB: Bundling offer for Smart phones, Tablets & Data cards sold by M/s Micromax Informatics Ltd under reverse bundling arrangement.

Competent authority has approved the below mentioned Bundled tariff for Smartphones, Tablets & Data cards sold under reverse bundling arrangement by M/s Micromax Informatics Ltd.

A. Device bundling offer: - Price - Nil

- i. Applicability for product bundled:- **Smartphones , Tablets & Data cards**
- ii. Freebies offered:-

S.No.	Particulars	Details
I.	Free data	2GB Data Per quarter for 12 months
II.	Free voice calls {On-Net}	500 minutes per quarter for 12 months
III.	Activation of freebies	These freebies will be activated only if customer gets plan voucher of Rs153/-
IV.	Validity of freebies	12 months from the date of activation
V.	Applicability for bundling partners	M/s Micromax Informatics Ltd

1. The above free data is to be allowed at the time of activation only. The freebies offered will be consumed within the period mentioned in the table from the date of activation. Unused freebies related to one quarter shall not be allowed to be accumulated with freebies allowed in the next quarter.
2. Circles will create the plan voucher of Rs153/- with validity of 12 months which has only base tariff without any freebies. In this plan voucher base tariff of new general plan 103 will be applicable.
3. This plan voucher will not be available to general customers.
4. Above mentioned freebies will be activated through a trigger from Sancharsoft to IN after matching IMEI / TAC code in Sancharsoft system.
5. The device vendor has to put a sticker having BSNL logo on the packaging box of device containing the freebies offered by BSNL.

6. The above bundled offer will be applicable with effect from 1/7/2014 for 6 months.
7. M/s Micromax will add 8K customers per month for three months in BSNL network. Then only BSNL will continue this offer else BSNL can stop bundling after three months or can review.
8. M/s Micromax will do required promotions / advertisements on the basis of response from market.
9. M/s Micromax has offered the following models for reverse bundling arrangement.

Detail of models.

- 1) Smartphone:- a) X-88 b) A-37 c) A-37B
- 2) Tablet:- P-410-I
- 3) Data card MMX-377G

M/s Micromax will not offer these models to any other Operator in India for next six months from the date of signing the reverse bundling agreement.

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


6/6/14
Bhuwanendra Kumar
DGM (P&P—CM)

Copy to:-

1. Sr.GM (CMTS), Nodal Center Chandigarh/ Kolkatta /Pune /Trichy / Bangalore/ Ernakulum/ Hyderabad for inf. and n/a pl.
2. GM(Fin-CM), BSNL CO New Delhi-1
3. M/s Micromax Informatics Ltd for information and necessary action pl.