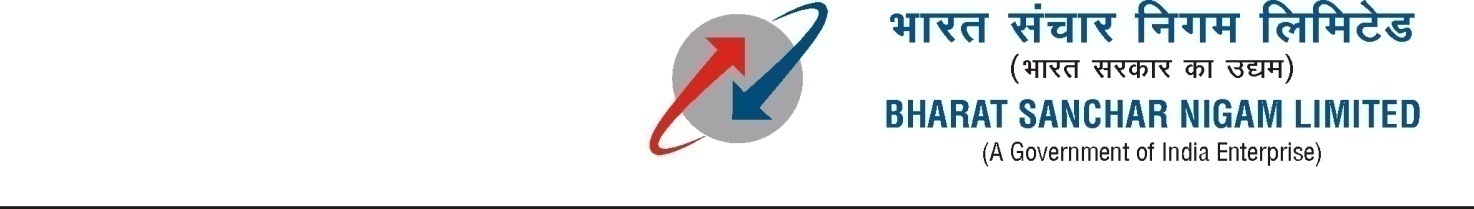
General Manager (S & M - CM)

Sales & Marketing - Consumer Mobility



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GM(S&M-CM)/322/2011-12/Vol I /85 dated at Chennai 600006 the 21.04.2012

To : Heads of all SSAs

Sub: Activation of all types of SIMs for Tablet/Data card thru' Forward/ Reverse Bundling

Revised procedure for Activation of all types of SIMs for Tablet/Data card thru' Forward/ Reverse Bundling received from DE(Comml)., Coimbatore is given hereunder for kind information and to issue suitable guidance to CSCs and Franchisees:

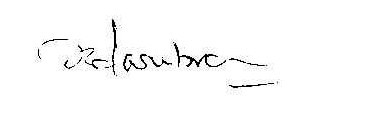
1. All the unsold sims under DATA FRC51 in the forward Bundling , available at all CSCs / SSA AO(Sales-CM) under Data FRC51 plan **will be blocked at 1900 hrs on 23-4-2012** and converted as 2G Recon in their respective locations. For activation of DATA FRC51 plan, CSCs can **select the number via "choose your mobile number" and the plan and feed the IMEI number**. If the IMEI matches with the already available in data base, then on making Address entry, the number will be created in the data plan.

This will facilitate the concept of Any Sim/Any Number/Any plan.

1. Regarding Reverse Bundling, it is reported by many SSA AO(Sales-CM) that the SIMs are loaded in their stock without their knowledge, since the sims are issued to the Vendors directly by Circle Sales Wing. In order to avoid such complaints and to introduce Any Sim/Any Number/Any plan, it has been decided to block all the **unsold SIMS issued for Reverse Bundling at 1900 hrs on 23-4-2012**.
2. Further, for activation of devices thru' Reverse Bundling method, 2G/3G Sims will be issued to the Business Associates, based on the IMEI numbers furnished by the Circle Sales wing for each Vendor. The SIMs will be loaded in the stock of the Vendor and the same will be available in CSC/Franchise locations, who will be allowed to activate the the plans, as mentioned in the Para (1).

It is requested that the above activities may kindly informed to AGMs(CSC)/AGM(Sales) in Tamil nadu Circle.

Comments/difficulties experience in the above procedure may be sent by email to [sdemktg2tnc@gmail.com](mailto:sdemktg2tnc@gmail.com) and [agmmktg2tnc@gmail.com](mailto:agmmktg2tnc@gmail.com)



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