

General Manager (S & M - CM)

Sales & Marketing - Consumer Mobility
3rd Floor, New CTS Building
16, Greaves Road, Chennai – 600 006
Phone: 044-28297878 Fax: 044-28297979



भारत संचार निगम लिमिटेड

(भारत सरकार का उद्यम)

BHARAT SANCHAR NIGAM LIMITED

(A Government of India Enterprise)

S&M-CM/177/Reverse Bundling/13-14/31

dtd @ Chennai-6 the 21.02.2014.

Sub : Tariff plan for Feature phones sold under bundling scheme – reg.

Ref : 1. C.O. letter no: 9-44/2012-P&P-CM dt 18.09.2013.
2. C.O. Letter no: 9-6/2013- P&P-CM dt 27.08.2013.

Approval of the competent authority is conveyed for the implementation of tariff plan for Feature phones sold under bundling scheme in TN Circle with immediate effect.

This Plan is to be used in accordance with the guidelines issued Vide C.O. letter under ref. (2) which is enclosed herewith.

The details are given below:-

1. SUK : Value of Rs.35/-

- A) Applicability for product bundled :- Feature phones
B) Freebies offered:

Sl. No.	Particulars	Details
a)	Free Voice Call (On-net)	1200 Minutes
b)	Plan activation through existing plan voucher	Any prepaid general plan
c)	Validity of freebies	12 months from the date of activation

2. The above freebee is to be allowed at the time of activation only. The freebies offered with the plan voucher will be added with the freebies offered with the SUK and to be consumed within the period mentioned in the table from the date of activation.
3. The device vendor has to put a gift coupon in the box containing the freebies offered by BSNL.
4. Bundling partner can purchase Gift Coupons in the lot of 5K at a time from any one Circle in the Zone and sell anywhere in the same zone.
5. Shelf life of such Gift Coupons will be 12 months from the date of generation in the Sancharsoft system and accordingly, date of expiry has to be printed on each Gift Coupon by the Device Bundling Partner.

This is for the information of all concerned please.

Anandhi Sankararaman

(Anandhi Sankararaman)

AGM (Marketing II-CM)

044-28290825, 9486100540.

Contd...

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To

GM (NW-O CM), Trichy -1/ Coimbatore – For information & necessary action please.

GM(S&M-CM), Chennai Telephones, Chennai – for information please.

GM (F) / Sr. GM (TR) TN Circle, Chennai for information please.

DGM (N/W-O-CM)/DE Commercial CBT – For information and necessary action please.

DGM/DE In-charge IN Trichy – For information and necessary action please.

Heads of SSAs, -- for kind information and necessary action please

DGM (Sales), AGM (Sales) & AGM (MKTG II)- Chennai-6 –For information and informing Sales Heads , franchisee managers and retail managers and other Channel partners along with commission structure as applicable.

DGM (CS)/SDE MKTG, Chennai-6 - For information and informing Call Centre/Customer Service Centre Officials and ensure updating this revision in tariff in all the respective tables only.

DGM (ITPC) HYB – For information and ensure uploading the information on the BSNL PORTAL.

DGM (S&M-CM)/AGM (MKTG-CM), Chennai Telephones, Chennai – for information & n/a please.