भारत संचार निगम लिमिटेड

BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

No: 9-6/2010-P&P-CM   Dated 01. 09. 2010

To

All CGM Telecom Circle/ Metro Telecom District

Bharat Sanchar Nigam Limited

Subject: Bundling of 3G Mobile Broadband devices (i.e. 3G Data card)

Reference: This office letters No. BSNL/BD/3G Handset/3-77/2008 dated 12.02.2009

1. With reference to letter mentioned above, BSNL had rolled out Broad Band services through 3G Data cards in the Telecom. Network across India to its customers. It is now felt that such devices like 3 G Data cards 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 GSM data card vendors like M/s Micromax, M/s Capital Wireless P. Ltd. Keeping in view the market scenario, certain terms & conditions of above letter & rates of the data cards are revised, in consultation with the vendors, with immediate effect, which are as per the table-I given in this letter:

2. **Empanelment of 3G Data Card vendors:**

   (i) **Data Card vendors:** The competent authority in BSNL has empanelled the following 3G Data Card vendors for bundling with BSNL"s mobile broadband services.

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

      (b) M/s Micromax Informatics Ltd.

   (ii) **Types of 3G Data Card:**

      (a) USB type

      (b) PCMCIA Type Sim Express 7.2 and Option GT Express

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

(a)**Single Band**: These data cards shall work in Single Band (i.e.2100 MHz band) of 3G services and quad band (i.e. 850/900/1800/1900 MHz) of 2G network.

(b)**Tri Band**: These data cards shall work in all the three bands of 3G network (i.e.850/1900/2100) MHz and quad band (i.e. 850/900/1800/1900 MHz) of 2G network

(iv) **Data Speed**: The single band data card shall support peak download speed up to 3.6 Mbps and peak upload speed up to 384 Kbps and for Tri Band it will support up to 7.2 Mbps and 3.6 Mbps respectively. It will vary from model to model.

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

(vi) **Empanelled models**: Following are the empanelled model of GSM data cards.

Table-I :

Name of the vendor	Type of Data card	Model	Peak data speed(Down load/Upload)	Price to BSNL Distributor(Ex-clusive of Taxes etc.) Rupees.	15% Channel margin Rupees.	Price after 15% margin Rupees.	Tax @ 4% Rupee	End customer Price Rupees.
Micromax	USB type 3.6Mbps	MMX 310G	3.6Mbps/384 Kbps	2090	314	2404	96	2500
Capitel wireless	USB type 3.6Mbps	CM 360	3.6Mbps/ 384 Kbps	2090	314	2404	96	2500
	USB 3G 7.2Mbps	CW 720	7.2Mbps/ Mbps	2508	376	2884	116	3000

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

(viii) **Branding of 3G Data Cards**:

- Vendors are supposed to provide the 3G data cards in proper packaging.

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

- In addition to the packaging, network settings and startup branding through embedded software, co-branding 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.

3. **Incentives by BSNL and 3G data card vendors**: Prices indicated (as per Table-I) has been negotiated by BSNL the 3G/GSM data card vendors and these prices are competitive prices, at present. However BSNL 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. **Procurement and sale of 3G Data Card**: 3G 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 3G data card by these different distribution channels will be as given below:

   a. **BSNL's /Vendor's Distribution Channel**: The BSNL 's franchisees and vendor's distributors will purchase the 3G 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.

   b. **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 3G 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 3G Data cards for the requirement of 2 months from 3G 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 3G 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 3G services. No commission for 3G 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 3G Devices**:

   (i) 3G U-SIM will be taken by the 3G Data Card vendors from BSNL nodal officer and will be bundled with their 3G 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 3G Data card vendors.

   (iv) Sufficient quantity of 3G U-SIM should be made available by the nodal officer in each circle for bundling of 3G data cards.

   (v) The details of the bundled devices, U-SIMs on monthly basis will provided by the Data Card vendors to the circle units.

9. **Mointoring and Control/SPOC:** The Marketing/sales cell of circle will be responsible for 3G Data Cards bundling in the field units. Product & Pricing unit of BSNL Corporate Office will have ownership of 3G data Card bundling at corporate Office.

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

   a. **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 has been signed at corporate level with these vendors for bundling scheme. All the field units are requested to take necessary action to bundle the 3G data cards as per the process, incentive, and prices indicated above.

(Ashutosh Gupta)

DGM (PDP-CM)

Encl: Annexure I

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 Capitel for necessary action

8. All SSA Heads for necessary action.

Item		Description
Model	HSDPA USB MODEM	It is a portable and high speed internet access mode for office and home. Zero-CDROM is convenient for user remarkably.
Technical Standard	HSDPA	3GPP Release5,category 5/6, up to 3.6 Mbps(DL) and 384 Kbps(UL)
	UMTS	3GPP Release4, up to 384 Kbps DL and UL
	EDGE	3GPP Release4, Multislot class 12, up to 237 Kbps
	GPRS	3GPP Release4, Multislot class 10, up to 85.6Kbps
Frequency Band	GSM/GPRS/EDGE	850/900/1800/1900 MHz
	UMTS	2100MHz
Power Class	WCDMA	Power Class 3
	GPRS 850/900	Power Class 4
	EDGE 850/900/1800/1900	Power Class E2
External Interface	UMTS/GSM Antenna	Supported,Internal Antenna
	UMTS Rx Divisity Antenna	Optional, Internal Antenna
	USB Type	standard USB Interface
	USB Speed	USB 2.0 High Speed
	Power Mode	Powered via the USB interface
	SIM/USIM Card	standard 6 PIN SIM card interface, compaliant with 3GPP 31.101 and 31.102
	AT Interface	3GPP TS 27.005/3GPP TS27.007 supported
Main Features	Form Factor	USB STICK
	Dimension (mm)	87.3(D)×25.7(W)×11.5(H)
	Weight (g)	<30
	Rx Diversity	Optional, 2100MHz
	Visual Indicator(LED)	an RGB LED indicator for different state.
	Languages Supported	English
	Zero-CD installation	Supported
	Operate System Supported	Windows2000 sp4/ XP sp2/ VISTA/ Windows 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
	SMS	Supported
	PhoneBook	Supported
	APN auto management	Supported
	SMS and Data service simultaneously Operation	Supported
PhoneBook	vCard version	2.1/3.0

	new contacts	Supported
	edit contacts	Supported
	delete contacts	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	ROHS	Supported
	Microsoft WHQL	Supported
	Other	Could be supported upon requested
Standard Package Contents	HSDPA USB MODEM	1
	Quick Start Guide	1
Attention	For MAC OS: 1.Mac Book, Mac Book Pro, iMac, Mac Pro or Mac mini (Intel CPU) 2.Mac OS X 10.4.9 or higher ,up to 10.6.0	

CM360 Product Specification		
Item		**Description**
Model	3G USB MODEM	It is a portable and high speed internet access mode for office and 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 3GPP2 C.S0023-C v1.0(TIA-802-C)
	AT Interface	IS-707 AT command set and extended AT command set supported
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
Attention	For MAC OS: 1.Mac Book, Mac Book Pro, iMac, Mac Pro or Mac mini (Intel CPU) 2.Mac OS X 10.4.9 or higher	