



File NO: 9-50/2012-P&P-CM

dated: 08/8/2012

To

The chief general Managers
All Telecom Circles / Metro districts

Subject: Bundling of BSNL's SIM cards with M/s Magicon Impex Pvt Ltd's {Magicon} GSM handsets.

1. Agreement:-

(i) BSNL has signed an agreement on **25/7/2012** with M/s Magicon Impex Pvt Ltd for sale of BSNL's SIM Cards after bundling with M/s Magicon's following products at (iii). The terms and conditions of the proposal for reverse bundling has been finalized and mentioned in the agreement .All field units are requested to take necessary action to bundle the 2G SIM cards with handsets as per the process.

(ii) **Types of Products offered for reverse bundling:**

a) Low Cost GSM handset

(iii) **Empanelled models:**

S.No.	Product	Model
1	Handset	JV Magic
2	Handset	JVX3i

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

(v) **Branding of devices:-**

- Vendor is supposed to provide its handsets in proper packaging.
- Proper branding of packages of all products/devices will be done as per requirement of BSNL.
- The devices are cobranding by putting name of the vendor and BSNL which will be displayed on the packaging.

2.1 Procurement and sale of Devices: Vendor is free to utilize BSNL's distribution channel in addition to its own distribution channel. The commercial arrangement between franchisees & M/s Magicon shall be the responsibility of M/s Magicon.

2.2 BSNL's/Vendor's Distribution Channel:-

BSNL's franchisees and Vendor's distributors will purchase handsets directly from the vendor at the mutually agreed rates. They will sell these devices to end customer as per prevailing market rate only after bundling the specified SIM & SUK with it.

3. After sale service: The vendor will be responsible for the warranty & after sale service of GSM handsets. In this regard, details of after Sales Service Centers (ASCs) will be provided by vendor at points of sale and also in BSNL call centers.

4. Commission Structure:

Commission for the sale of devices will be paid by the Vendor to BSNL franchisees / its own franchisees directly. However, BSNL's distribution channel will get the applicable commission/discount as per the Sale & distribution policy for sale & activation of 2G services. However, if distribution channel of Vendor work as retailer of BSNL's franchisee, applicable retailer commission should be extended by BSNL's franchisee in such cases.

5. Process of Bundling handsets:-

- I. Pre loaded SIM {SUK} will be purchased by the Vendor from BSNL Circle nodal officer and will be bundled with their handsets, as per the branding guidelines mentioned above. BSNL offer etc should be mentioned in the Package by a sticker.
- II. These Devices will be distributed by M/s Magicon to its distribution channel for selling to the customers.
- III. The packaging, branding, customization, network setting will be the responsibility of handset device Vendor.
- IV. **Circles will sell the total quantity of SIM cards as per the demand made by the vendor.**
- V. The details of the utilization of SIMs on monthly basis will be provided by the Device Vendor to the circle units before purchase of the next lot of SIMs.

6. **Monitoring and Control/SPOC:**

The Marketing/sales Cell of Circle will be responsible for 2G handset bundling in the field units. Product & Pricing unit of BSNL Corporate Office will have ownership of 2G devices bundling at corporate Office.

7. **Tariff:** Tariff will be applicable as per **letter No: 9-44/2012-P&P-CM, dated: 06/08/2012.**

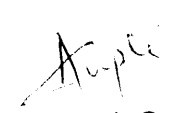
9. **BSNL Nodal Officer:** - GM(S&M) shall be Nodal officer in the Circle from BSNL side.

10. **Nodal Officer at Corporate Office:-**

S.NO.	Name	Contact No.	E-mail id.
1	R.S.Sharma DM(P&P-CM)	Ph. : 011-23329707 Mob.9968071300	Sharmars1370 @rediffmail.com

10. **Nodal Officer of Vendor:** The Nodal Officer of the vendor is as given below:

S.NO.	Name	Contact No.	E-mail id.
1	Vansh Kapil	Ph. : 011 25453202 Mobile No: 9560833330	<u>vansh.kapil@conplextele.com.com</u>


(Ashutosh Gupta)
Addl.GM (PD-CM)

Encl:

a) Annexure I (MOU / Agreement with M/s Magicon Impex Pvt. Ltd)

Copy to:

M/s Magicon Impex Pvt Ltd for information & necessary action pl.