Product & Pricing-Consumar Mobility, 6th Floor,R.No 613,

Bharat Sanchar Bhawan Harish Chandra Mathur Lane,

New Delhi-110001. Telephone No. : 23327727.

भारत संचार निगम लिमिटेड

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

No: 9-6/2010-P&P-CM

Dated 26.10. 2010

To

All CGM Telecom Circle/ Metro Telecom District

Bharat Sanchar Nigam Limited

Subject: Bundling of GSM Mobile device (i.e.3G Data card and router/Hot Spot creator etc.)

Reference: This office letter of even No.   dated 01.09.2010

1. In continuation to this office letter mentioned above it is stated that BSNL had rolled out Broad Band services through 3G(Mobile) Devices in the Telecom. Network across India to its customers. It is now felt that such devices like 3 G Devices 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 devices to some other desirous vendors along with existing/empanelled GSM devices vendors like M/s Micromax, M/s Capital Wireless P. Ltd. Keeping in view the market scenario, reference rates of these 3G Devices, as mentioned in this letter may be considered as competitive at present (as in table-I below): However these rates may vary from product to product and from vendor to vendor.

2. **Empanelment of 3G (Devices and other products)vendors:**

    (i) **Devices vendors:** The competent authority in BSNL has additionally empanelled the following GSM/3G Devices vendor for bundling with BSNL"s mobile broadband services.

      (a) M/s Linkwell Telesystems Pvt. Ltd Hydrabad.

    (ii) **Types of 3G/GSM Products:**

      (a) 3G USB Modem

(b) 3G USB WiFi Router

(c) GSM POS Terminal

(d) Vehicle Tracking Unit

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

(a)**Single Band**: These devices 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.

(iv) **Data Speed**: The single band devices shall support peak download speed up to 3.6 Mbps and peak upload speed up to 384 Kbps.

(v) **Specifications of the Devices**: The broad specifications of all the GSM products/Devices 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 devices.

Table-I :

Price break-up of LINKWELL (VISIONTEK) GSM PRODUCTS								
SI No.	Product	Model	Price BSNL Franchisee (Exclusive of Taxes)	%age of Commission	Channel Margin (Rs.)	Price after Margin (Rs.)	Tax @ 4% (Rs.)	End Customer Price (Rs.)
1	3G USB Modem	Visiontek 82GH	N/A	To be decided between vendor and franchise	N/A	N/A	N/A	As per prevailing Market prices
2	WiFi Router with 3G USB Modem	Visiontek 83UR+ Visiontek 82GH	5090	13	519	5769	231	6000
3	GSM POS Terminal	Visiontek 92G	Case to case basis					
4	Vehicle Tracking Unit	Visiontek 84VT	7272	19	1382	8654	346	9000

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

(viii) Branding of 3G Devices:

- Vendors are supposed to provide their products like 3G devices in proper packaging.

- Proper branding of packages of all products/devices 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.

- The vendor should network lock the devices which shall be sold to BSNL's customers.

3. **Incentives by BSNL and 3G devices vendors:** Prices indicated (as per Table-I) has been negotiated by BSNL the 3G/GSM devices vendors and these prices are competitive reference prices at present. However BSNL circle heads shall workout the prices of the devices from time to time keeping in view the market conditions at the mutually agreed terms with Vendors.

4.1 **Procurement and sale of 3G Devices/Devices:** These 3G devices 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 devices by these different distribution channels will be as given below:

4.2 **BSNL's/Vendor's Distribution Channel:** The BSNL's franchisees and vendor's distributors will purchase the 3G devices directly from the vendors at the approved rate as indicated above. The channel margin and End customer price is given in Table-1.

4.3 **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 card for the emergency requirement of 2 months from the vendor in case they do not have any inventory. It may be ensured by field units that only limited quantities are procured by the circles after seeking the approval from Planning cell of Corporate Office regarding the quantity and the rates of the data cards. The other products may be useful for the Enterprise customers and may accordingly be procured solely for the use and requirement of such Premier customers after negotiating with the vendors separately. Market prices of the products at the time of the purchase to be considered for any such negotiations.

5. **Sales and distribution channel**: These devices 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 Devices. 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 some Margin 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 Devices vendors from BSNL nodal officer and will be bundled with their 3G Devices, as per the branding guidelines mentioned above.

(ii) These Devices will be procured by different distribution channels of BSNL /vendors/organized retailers for selling further to the end users. 3G USB WiFi Router will be sold in combination with Visiontek 3G USB Modem to the end customer and Linkwell will display suitably BSNL marking on both the units

(iii) Pricing for GSM POS Terminal will be decided on case to case basis and BSNL will provide Special GPRS plan @ Rs.50/- per month & free data transfer of 500MB for Vehicle tracking unit or as it's revised further, if so.

(iv) The packaging, branding, customization, network setting will be the responsibility of 3G Devices vendors.

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

(Vi) The details of the bundled devices, U-SIMs on monthly basis will be provided by the Devices vendors to the circle units.

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

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

Shri.PBCSV Prasad

M/s Linkwell Telesystems Pvt ltd

Gowra Klassic Begumpet
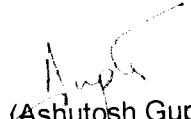
Hyderabad-500 016 Andhra Pradesh, India.

Phone :+91 40 66388000 ,,, FAX :+91 40 27763838

Email: pbcsv.prasad@visiontek.co.in; sales@visiontek.co.in

Web : www.visiontek.co.in

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 devices as per the process, incentive, and prices indicated above.

Encl: Annexure I

(Ashutosh Gupta)

DGM (PDP-CM)

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. Representatives of M/s Linkwell Telesystems Pvt Ltd. Hydrabad for necessary action

8. All SSA Heads for necessary action.

Item		Description
Model	Visiontek 3G USB Modem	Visiontek 82GH 3G USB Modem is a portable and high speed HSDPA/EDGE/GPRS USB Modem useful for Office and Home segments for internet browsing. Visiontek 3G USB Modem is Plug and play device with auto installation and supports multiple frequencies and APNs.
Frequency	3G / HSDPA	2100 MHz
	GSM/GPRS/EDGE	850/900/1800/1900 MHz Quad-Band
	HSDPA	HSDPA 3GPP, Rev 6. DL Speed up to 3.6 Mbps, UL Speed up to 384 Kbps
	EDGE	EDGE 3GPP, Rev 4, Multi slot, Class 10, up to 236 Kbps DL and 115Kbps UL
	GPRS	GPRS 3GPP, Rev 4, Multi slot, Class 10, up to 115.2 Kbps DL and 42.8 Kbps UL
Interface	Internal antenna	Internal Antenna – Supported
	USB Type	Type 'A' Standard USB Interface
	USB Speed	USB 2.0 High Speed
	Power	Powered Via USB interface
	SIM / U-SIM Card	Standard 6 PIN SIM card interface, compliant with 3GPP 31.101 and 31.102.
	AT Interface	3GPP TS 27.005/3GPP TS27.007 supported
Features	Dimensions	76mm x 26.7 mm x 13.2 mm
	Weight	23 Grams
	LED Indicator	Red and Greed for different states
	Languages supported	English
	Zero-CD Installation	Supported
	Operating System	Win2000 / XP / VISTA / WIN 7 / MAC OS (10.4x Intel based CPU), Linux (Ubuntu)
	Phone Book	Supported
	SMS	Supported
	Auto APN Management	Supported
	SMS & Data Simultaneous Service	Supported

	Micro SD Card Slot	Supported - Max upto 16G
Phone Book	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
Standard Package Contents	HSDPA USB Modem	01 No
	Quick Start Guide	01 No
System Requirements	Card Slots: USB Interface	
	CPU: P4, 1Ghz or above	
	Memory: 128MB RAM or above	
	Hard Disk: 100 MB or above	

Item	Description
Model	**Visiontek 83UR - USB WiFi Router**
Device Interfaces	USB 2.0, 4 Port Fast Ethernet Switch, Wireless LAN
Wireless Standards	IEEE 802.11b/g/n
Wireless speed:	up to 54Mbps
Frequency range	2.4GHz to 2.484GHz
	64/128 bits WEP data encryption
	WPA (Wi-Fi Protected Access), WPA2, WPA-PSK/WPS2-PSK security
	WDS (Point-to-Point and Point-to-Multi-point Wireless Bridging)
Router & Network Protocols	NAT, Static Routing
	Virtual Server & DMZ
	L2TP, IP Sec & PPTP Pass through
Firewall/access Security	Built-in NAT firewall
	SPI Firewall
	MAC/IP/PORT Packet Filter
	URL Filter
Configuration/management	Web-based GUI for remote/local management
	Firmware upgrade, configuration data upload/download via Web-based GUI
	Telnet server for remote/local management
	Syslog monitoring
	DHCP server/client/relay
Antenna	Wi-Fi External Antenna
Operating System	Windows ME, 98SE, 2000, XP, Vista and Linux
Connectivity/ Ports	Power, USB Type-A port for connecting External Modem, 4 Port Fast Ethernet Switch
Dimensions	196 (L) x 142 (W) x 30 (H) mm.
Weight	350 Grams (Without Antenna) (Approx.)
Environment Requirements	Operating Temperature: -10°C ~ 50°C.
	Storage Temperature: -10°C ~ 80°C.
Operating Humidity	20% ~ 95% (Non- Condensing)
Electrical Specifications	Power Adaptor: 12V, 1.25 Amps.
Maximum Power Consumption	< 20W.
LED Indication	Power, 3G/EVDO, PPP, LAN x 4, Wi-Fi, WPS & USB

Item	Description
Model	**Visiontek 92 POS Terminal**
Processor	32 bit ARM Core CPU @ 70MHz
Memory	Flash: 8MB; SDRAM: 16MB
	* Flash: 16MB; SDRAM: 32MB
Operating System	LINUX Operating System
	Easy to use SDK and debugging tools
Keypad	19 Backlit keys including 4 function keys and 3 command keys
	* Internal PIN PAD for PIN entry (DES / TDES / DUKPT encryption)
Display	128 x 64 pixel Graphic LCD with backlighting;
	supports 8 lines x 21 characters and graphics
Printer	Thermal graphic printer, Clam shell Design;
	8 dots/mm: 10 lines/second: 57mm (2.25 in.) wide paper
Magnetic Swipe Card Reader	Bi-directional swipe, Tracks 1 & 2
Smart Card Reader	* ISO 7816, EMV-certified for Level 1& 2
SAM Card Reader	* Upto 2 SAMS
Peripheral Ports	1x RS-232; 1x USB Slave
	* 1x USB Master
Communication Modules (Optional)	* a) PSTN Dial-up (300 / 1200 / 2400 bps synchronous or asynchronous)(Standard RJ45 connection)
	* b) LAN 10 BASE-T (10Mbps) (Standard RJ45 connection)
	* c) GSM / GPRS, (Dual band) (SMA female antenna connection)
	* d) Combo module: GSM / GPRS + PSTN module
	* e) Combo module: GSM / GPRS + Ethernet module
Financial Transaction Protocol	ISO 8583 library
Power Adaptor	AC input 100 - 240V, 50/60Hz DC output 9V, 2.2A

Battery	Li-ion 7.4V, 1.8Ah
Enclosure	ABS+PC
Operating Temperature	0°C to 55°C
Humidity	95% RH non condensing
Immunity	IEC 61000-4-2, Level 3
	IEC 61000-4-3, IEC 61000-4-4, IEC 61000-4-5, IEC 61000-4-6,
	IEC 61000-4-8, IEC 61000-4-9, all Level 4
Safety	CE
Dimensions (mm x mm x mm)	245 L x 96 W x 85 H
Weight	750 gms.

Item	Description
Model	**Visiontek 84VT - Vehicle Tracking Unit**
Module	900/1800/1900 MHZ Tri-band GSM/GPRS module
	20 channel GPS receiver
System	GSM, GPS
Output	Class 4 (2W for GSM 900 MHz)
	Class 1 (1W for GSM 1800MHz)
SIM (RUIM) Interface	External SIM 1.8V & 3V
SMS	Supports Text
GPRS Packet Data	Class 10 ; Coding Scheme Cs1 to CS4
LED Indication	Power
	GSM
	GPS
Connectors/Switches	RS-232 Serial
	SIM Card Holder
	SMA antenna connector for GSM
	SMA antenna connector for GPS
	Voice port (Headset*) for two-way voice communication
	Tact switch for emergency SMS
	Tact switch for emergency voice call
Power Supply	Wide DC input voltage range (9V - 30V)
Enclosure	Aluminum
Temperature Operating:	-10°C to +55°C
Storage:	-40°C to +85°C
Humidity	5% - 85% RH
Dimension (mm x mm x mm)	103 L x 93 W x 36 H
Weight	250 grams
Antenna	GSM + GPS Combo Antenna
Software	PC Utility for configuring the unit.