

613, Product & Pricing-Consumer Mobility
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भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)
BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

No. 9-18/2010 P&P-CM

dated 10-1-2011

Chief General Manager,
All Circles/Metro Districts

Sub: Change of value of FRC - Bundling offer for Olive (OTPL) and Micromax

Certain circles had intimated that since the FRC for Olive and Micromax under reverse bundling scheme is the same at Rs. 74, it is not technically feasible to implement the freebies in IN, which are different for the two vendors. The matter was examined and consequently, approval of the competent authority is hereby conveyed for the following reverse bundled handsets:

FRC to be used for Olive and Micromax : Rs. 59 (Same as that for Nokia)
Free talk time for Olive and Micromax : Rs. 50 per month for 12 months, for minimum recharge of Rs. 50 per month (Same as that for Nokia)

It is reiterated that, with this new arrangement, the FRC and freebies for Nokia, Micromax and Olive are the same.


Ashutosh Gupta
Additional GM (PD-CM)

- Copy: 1. GM (S&M-CM) w.r.to letter. No. S&M-CM/Instrument bundling/10-11/Micromax & Olive/41 dated 4-12-2010
2. General Manager (S&M-CM), All Circles/Metro Districts
3. Olive Telecom Private Limited (OTPL)
4. Micromax Informatics Limited