



No: 9-43/2012-P&P-CM

Dated: 27/5/2013

To

The Chief General Managers
All Telecom Circles / Metro Districts
Bharat Sanchar Nigam Limited

SUB: - Increase of Mobile customers by using reverse bundling arrangement regarding

BSNL has signed the reverse bundling agreement with the Vendors for sale of BSNL SIM cards bundled with their mobile devices. Corporate office has issued tariff plans for voice and data for sale of SIM cards sold under this scheme as per the requirement of market conditions from time to time. Now, competent authority has approved the attractive tariff plan for **Smartphones & Tablets for Rs30/-**. This has been conveyed to you vide letter no: 9-43/2012-P&P-CM, dated 21/5/2013 & 22/5/2013 through Intranet.

You are requested to popularize this scheme to increase in Mobile /Data customers. You are also requested to issue **SIM cards** as per the requisition placed by the Vendor. To monitor the scheme fortnightly coordination meeting with vendor may be held and problems reported in the meeting to be solved immediately so that scheme takes off faster.

As desired by the Dir (CM) the status of the implementation of the scheme is to be submitted every month. Therefore a report may be sent to the undersigned on the subject by 5th of every month for kind information of DIR (CM)

H.R. Shukla
Sr.GM (P&P-CM)