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**भारत संचार निगम लिमिटेड**  
( भारत सरकार का उपक्रम )  
**BHARAT SANCHAR NIGAM LIMITED**  
(A Govt. of India Enterprise)

No. 69-23/2009-CDMA

Dated: 14-07-2011

To,

**The C.G.M.Ts**  
**All Telecom Circles / Telecom Districts,**  
**BSNL.**

**Sub.:- Promotion of BSNL CDMA RUIM connections.**

**Ref.:-D.O No. 1611-Dir (CM)/2011 dated 08.07.2011 issued from Dir (CM) office (enclosed).**

Please refer to the D.O letter, written by Dir (CM) cited under reference for making all possible efforts to sale the available CDMA RUIM cards in the circles. In this regard following are the information which may help in selling the RUIM cards /increasing the connections.

**1(a) Prepaid RUIM tariff plan:-** Following attractive RUIM Promotional Plans are available:

- (i) **RUIM (Option I)**--RUIM will be provided free of cost with Rs. 20/- talk time and 30 days validity.
- (ii) **RUIM (Option II)**—MRP of RUIM will be Rs. 5/- with Rs. 20/- talk time and Life time validity.

**If BSNL existing postpaid customers (Landline/GSM/CDMA) takes RUIM connection then call charged from RUIM to that postpaid connection will be free.**

**1(b) RCV/TOP-UP/Flexi TOP-UP &STV:** Following attractive RCV/TOP-UP/Flexi TOP UP & STV are available:

- (i) Full talk value equal to MRP will be offered on all the recharge coupon Vouchers.
- (ii) 50% extra talk value will be offered on all the Top up and flexi top ups.
- (iii)**Special Tariff Voucher:** Various attractive STV are available for prepaid CDMA customers. The MRP of the STV during Promotional period as given below:

| S.No | Plan Name                 | MRP during promotional Period (in Rs.) |
|------|---------------------------|--|
| 1    | Per Minute Plan(all @49p) | 30                                     |
| 2    | Per Second Plan           | 40                                     |
| 3    | Masti -I                  | 60                                     |
| 4    | Masti -II                 | 30                                     |
| 5    | Local azadi Pack          | 150                                    |
| 6    | STD Azadi Pack            | 300                                    |
| 7    | Annual Azadi Pack         | 1500                                   |

Detail of Promotional offers under prepaid CDMA services are available on intranet vide letter No 24-08/2009-R&C dated 3012-2010, 01.04.2011 &dated 08.07.2011.The above plans are above plan are applicable 90 days from w.e.f 11.7.2011.

2. **Local Night Azadi pack**:- New local Night Azadi pack under CDMA prepaid service has been issued from this office vide letter no. 24-8/2009-R&C dtd. 12.07.2011(letter enclosed). Under this plan all local on net call are free between 11:00 pm to 06:00 am.

3- **Availability of Roaming to prepaid customers**: Entire CDMA Network has been integrated tested for Roaming and Prepaid Roaming is available in all India except DELHI & MUMBAI where BSNL CDMA services are not available.

4-**Availability of open market Handset** : Open market handset are now available which can be used BSNL CDMA Customers. Details of OMH are also available on [www.omhworld.com/devices](http://www.omhworld.com/devices). The extract of the same is enclosed in annexure-I.

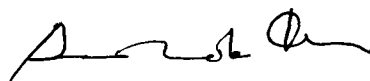
5-**Availability of Handset through bundling**: P&P-CM Cell have done agreement with M/s Micromax Informatics limited for CDMA handset bundling. Following CDMA handsets Model are bundled with M/s Micromax.

1. Micromax C100
2. Micromax C114
3. Micromax C250

Details of bundling agreement available on intranet vide letter No. 11-06/2009-P&P dtd 16-11-2010 &06.06.2011.

As desired by Dir(CM),feedback on action taken on the D.O letter of Dir(CM) may be send to this office by 23.07.2011.

Encl-A/A

  
(Ashok Kumar)  
DGM (NWP-CDMA)

Copy:

1. PPS to Dir (CM) for information.
2. Sr.GM(S&M-CM) BSNL CO
3. GM(NWO –CM) BSNL CO

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भारत संचार निगम लिमिटेड  
(भारत सरकार का उद्यम)  
**BHARAT SANCHAR NIGAM LIMITED**  
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**राकेश कुमार अग्रवाल**

निदेशक (कन्ज्यूमर मोबिलिटी)

बी.एस.एन.एल. बोर्ड

**R.K. Agarwal**

Director (Consumer Mobility)

B.S.N.L. Board

No. 1611 - Dir(CM)/2011  
July 8, 2011

Dear Shri

One of the deterrents for take-off of CDMA services was availability of IFWTs and maintenance problems associated with that. In fact, there was a demand that customers wanted mobility with CDMA IFWTs and the battery set supplied with IFWTs was quite bulky to handle. Accordingly, RUIM based CDMA product was evolved which can be put in a handset similar to GSM. Such handsets are available from OEM like Micromax, Samsung, Intext etc.

The pre-paid roaming is NOW available in all BSNL circles except Delhi and Mumbai. Various attractive tariff plans like Local Azadi, STD Azadi and Annual Azadi are now available for WLL connections.

In your circle, ..... RUIM cards have been supplied and ..... have been utilized till date. I suggest that all possible efforts may be made to sell these RUIM cards which will help in optimal utilization of the CDMA capacity available in the network. UP (E) and Rajasthan Telecom Circles have done a commendable job by organizing Melas and Road Shows in their SSAs to popularize this. Suggestions to promote the same are welcome from all the circles. I would like to have a feedback on the action taken within 15 days' time.

With best wishes,

Yours sincerely,

(R.K. Agarwal)

Shri  
Chief General Manager,  
Telecom Circle,

Copy to : GM (NWP-CDMA/WIMAX)

| Availability/ utilisation of CDMA RUIM card for 2011-12   |        |                         |                        |                                      |   |                              |
|---|--------|-------------------------|------------------------|--------------------------------------|---|------------------------------|
| Sr No.  | Circle | CDMA RUIM card supplied | diversions implemented | Total availability of CDMA RUIM card | RUIM Cards used by circles during 11-12 | Net availability with circle |
| 1   | A&N    | 11000                   |                        | 11000                                | 80                                      | 10920                        |
| 2   | AP     | 122000                  |                        | 122000                               | 0                                       | 122000                       |
| 3   | AS     | 56000                   |                        | 56000                                |   | 56000                        |
| 4   | BH     | 78000                   |                        | 78000                                |   | 78000                        |
| 5   | CGH    | 44000                   |                        | 44000                                | 549                                     | 43451                        |
| 6   | GJ     | 22000                   |                        | 22000                                | 146                                     | 21854                        |
| 7   | HR     | 32000                   |                        | 32000                                | 2                                       | 31998                        |
| 8   | HP     | 25000                   |                        | 25000                                | 4                                       | 24996                        |
| 9   | J&K    | 25000                   |                        | 25000                                |   | 25000                        |
| 10  | JKD    | 49000                   |                        | 49000                                | 2                                       | 48998                        |
| 11  | KTK    | 99000                   |                        | 99000                                |   | 99000                        |
| 12  | KLA    | 136000                  | -30000                 | 106000                               |   | 106000                       |
| 13  | MP     | 111000                  |                        | 111000                               |   | 111000                       |
| 14  | MH     | 185000                  |                        | 185000                               | 461                                     | 184539                       |
| 15  | NE-I   | 11000                   |                        | 11000                                |   | 11000                        |
| 16  | NE-II  | 12000                   |                        | 12000                                |   | 12000                        |
| 17  | OR     | 37000                   |                        | 37000                                |   | 37000                        |
| 18  | PB     | 62000                   |                        | 62000                                | 14                                      | 61986                        |
| 19  | RJ     | 136000                  |                        | 136000                               | 3962                                    | 132038                       |
| 20  | TN     | 86000                   |                        | 86000                                |   | 86000                        |
| 21  | UCHL   | 25000                   |                        | 25000                                | 431                                     | 24569                        |
| 22  | UP(E)  | 25000                   | 30000                  | 55000                                | 3049                                    | 51951                        |
| 23  | UP(W)  | 37000                   | 20000                  | 57000                                |   | 57000                        |
| 24  | WB     | 74000                   |                        | 74000                                |   | 74000                        |
| 25  | KOLTD  | 86000                   | -20000                 | 66000                                | 828                                     | 65172                        |
| 26  | CHNTD  | 14000                   |                        | 14000                                | 116                                     | 13884                        |
|   | Total  | 1600000                 | 0                      | 1600000                              | 9644                                    | 1590356                      |
| Note- Report of utilisation of RUIM Cards taken from MIS on WLL O & M. 12 circles had not updated report. |        |                         |                        |                                      |   |                              |



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C650  
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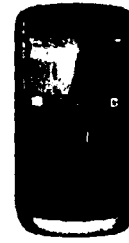
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**V3**  
VQ3C

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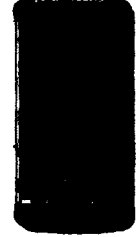
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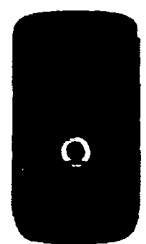
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613, Product & Pricing-Consumer Mobility  
Corporate Office, Bharat Sanchar Bhawan,  
Janpath, H.C. Mathur Lane, New Delhi-1.  
Tel No: 011-23329722 Fax: 011-23329723



**भारत संचार निगम लिमिटेड**  
(भारत सरकार का उपक्रम)  
**BHARAT SANCHAR NIGAM LIMITED**  
(A Govt. of India Enterprise)

No. H-6/2009-P&P-CM


dated 16-11-2010

The Chief General Manager  
All Telecom Circles/Metro Districts

**Sub: Tariff structure for handset bundling with Micromax Informatics Limited**

Sanction of the competent authority is hereby conveyed for the bundling of Micromax C 100 handset. The details of the scheme are as follows:

1. Name of the model – Micromax C 100 (CDMA)
2. Sale price of handset with RUIM - ₹ 999
3. No activation charges
4. Initial talk time of ₹ 100 and additional talk value of ₹ 800 (at ₹ 100 per month for 8 months to BSNL network)
5. Validity of 30 days, GP 1 - 15 days and GP 2- 165 days
6. Normal pre-paid tariff, with option to choose any available STV

  
G.P. Gupta 16/11/2010  
DGM (Pricing)

Copy: Micromax Informatics Limited

Dym (C-54)  
A  
16/11



No: 11-6/2010-P&P-CM (Pt)

Dated: 6/6/2011

To  
The Chief General Managers  
All Telecom Circles/ Metro Districts.

**SUB: - Bundling of new CDMA handsets model and EVDO data card model  
launched by M/s Micromax Informatics Ltd.**

M/s Micromax Informatics Ltd has signed MOU / Agreement for sale of BSNL services after bundling with their devices (GSM handsets, 3G data cards, CDMA handsets, EVDO data cards etc). In addition to earlier CDMA handset models and EVDO data cards which are available for reverse bundling, two CDMA handset models and one EVDO data card as mentioned below, offered by Micromax have been empanelled for reverse bundling.

**1. CDMA handset models:**

- a. C114
- b. C250

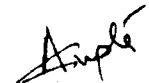
Tariff plans will remain the same as already approved.

**2. EVDO data card**

**MMX310 C**

All terms and conditions mentioned in the letter no.9-6/2010-P&P-CM, dated 09/8/2010 (already uploaded on Intranet) will be applicable for EVDO data card.

This issued with the approval of competent authority.

  
Ashutosh Gupta  
Addl. GM (PD-CM)

**Copy to:**

- 1) GM(S&M-CM), BSNL CO, New Delhi for inf pl.
- 2) M/s Micromax Informatics Ltd for inf. And n/a pl.