

# Bharat Sanchar Nigam Ltd.

(A Government of India Enterprise)

Tariff & Costing-CM Section, Corporate Office,  
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Tel. No.011-23037200 Fax No.011-23329125



No.26-4/2012-T&C-CM

Date: 23.07.2012

## Circular T&C-CM No. 39/12-13

**Sub: Revision in price of Start-up Kit (SUK) for Bundled Data Card under GSM services-reg.**

Kindly refer to this office order of even No. dated 03.05.2012 and orders issued from time to time vide which tariff of Start-up Kit (SUK) for activation of data plan for Bundled data cards under GSM services were issued. Now, it has been decided by the Competent Authority to revise the price of Start-up Kit (SUK) as under:-

i) **Revised price of Start-up Kit (SUK)**

Sl. No.	Particulars	Details
a)	Start-up Kit (SUK) price (Incl. of S. Tax)	Rs.45
b)	Free Data usage	1GB
c)	Plan Activation through existing Plan Voucher	Rs.51
d)	Validity of freebies	30 days from the date of activation.
e)	Applicability	For 2G & 3G data plans with sale of BSNL Data Card or any of the BSNL reverse bundled Data Card.

- (ii) The MRP of SUK includes price for Normal SIM (2G SIM). If the customer needs USIM he has to pay separately for the USIM i.e. Rs.59.
- (iii) The above SUK is to be physically bundled with data card and not to be allowed for sale as stand alone sale of SIM.
- (iv) The above SUK is to be provided by circles to the data card vendors directly, only after taking upfront amount towards SUK as per para (i) above from vendors for physical bundling with the BSNL bundled data card.
- (v) The above free data usage is to be allowed at the time of activation only. The free data usage offered with plan voucher will be added with the free data usage of 1 GB offered with the SUK and to be consumed within 30 days from the date of activation.
- (vi) All other terms and conditions will remain the same.

2. The above tariff will be applicable with effect from **01.08.2012**.

3. This may be brought to the notice of all concerned for taking necessary action. Press note and proper advertisement as deemed fit may be made to generate adequate response.

4. This circular is issued based on the approval of ECT vide Approval No.826 dated 23.07.2012 communicated by Addl. GM (PD-CM) vide U.O. No.9-44/2012-P&P-CM dated 23.07.2012. For queries/clarification/ feedback in respect of above tariff, the communication may be addressed to Sr. GM (P&P- CM), Corporate Office, BSNL, New Delhi on e-mail ID: hqcmpp@gmail.com.


  
(Prema Krishnamachari)  
Dy. General Manager (T&C)  
Ph. 011-23734283

To  
All CGMs- Telecom Circles/ Telephone Districts

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Copy to:

- 1) CMD, BSNL.
- 2) Directors- CM/CFA/E/HR/F, BSNL.
- 3) ED-F/CA/NB, BSNL.
- 4) All PGMs / GMs, BSNL C.O.
- 5) GM (IT)- for making necessary update in website.
- 6) GMs (Marketing)/(Sales)- for marketing initiative.
- 7) GMs (CMTS/CDMA-Billing Centre).
- 8) Director General P & T Audit, Delhi- 110054.
- 9) OL Section –for Hindi version.
- 10) Guard file.

  
(Subrat Kumar Mohakud)  
Dy. Manager (T&C)