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

No. 27-9/2015-S&M-CM/8

Dated: 26.05.2015

To

The Chief General Managers  
All Telecom Circles / Districts  
BSNL

**Sub: Reduced SIM cost and increased CAF commission to franchisees**

**Ref: - This office letter no. 27-9/2014-S&M-CM/5 dated 23.01.2015 & even no. dated 09.03.2015**

To give impetus to sale of SIMs during festive season & to motivate channel partners a promotional offer of reduced SIM cost and increased CAF commission to franchisees was extended up-to 31.03.2015, which has already been expired on 31.3.2015.

In view of feedback received from franchisees during a meeting held in Corp. Off. to increase SIM sale & revenue, competent authority has approved the re-launch of the scheme issued vide letters under reference for the FY 2015-16 w.e.f. 1.6.2015 as follows:-

1. Cost of Normal SIM/64K smart SIM has been reduced from Rs. 15/- to Rs. 10/- to franchisee keeping price for customers Rs.20/-, hence upfront commission to franchisees has been increased from existing Rs. 5/- to Rs.10/-.
2. The CAF commission to franchisee has been increased from Rs.4/- to Rs.20/-. The component of retailers/ DSA/RD commission on account of CAF will remain unchanged.

It is requested to give wide publicity to the scheme among franchisees and all out efforts be made to acquire maximum number of new connections during the scheme period.

(Upendra Bakolia)  
Addl. GM(S&M-CM)

Copy to: - Sr. GM (Dev), ITPC, Hyderabad