

Sales & Marketing-CM
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भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)
BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

No. 27-10/ 2015-S&M-CM/73

Dated: 29.06.2017

To,

The Chief General Managers,
All Telecom Circles/Districts
BSNL.

Subject: - Revised Trade scheme for channel partners.

To give further impetus to SIM sale and revenue and to keep channel partners motivated in current competitive market scenario revised Trade scheme for channel partners has been approved by the competent authority for three months wef 01.07.2017. The new Trade scheme for channel partners is as under:-

1. For POS:-(Retailers/DSA/RD/RDs retailers)

S. No.	No. of SIM activation during month	Incentive payable per SIM at flat rate to POS
1	1-7	@ Rs.15
2	8-15	@ Rs.18
3	16 & above	@ Rs.20

For example, if a POS sells say 14 SIMs in a month then he will be eligible for $14 \times 18 = \text{Rs.}252$

2. For Franchisees:-

The franchisees who are selling minimum 250 SIM during the month, shall be eligible for Trade scheme incentive as per formula given below:-

Trade scheme incentive = Rate per SIM(X) * No. of SIM sold during the month * SIM sale efficiency ratio (SER) * Active SIM selling POS efficiency ratio (PER)

Where:

Rate per SIM(X) = Trade scheme incentive @ Rs. 2/- per SIM

SER= No. of SIM sold during the month/Average of no. of SIM sold during preceding 6 months

PER= No. of active POS during the month/Average of no. of active POS during preceding 6 months.

E.g. For calculating incentive for any franchisee for the month of January-2017, which will be due in the month of Feb-2017, avg. of last six months in SIM sale and POS shall be taken i.e. (From July-16 to Dec-16)

3. For RD:

To incentivize RD, RD will get additional Trade scheme incentive @ Rs. 5/- per SIM on achievement of cut-off of 10 Nos. of SIM activations through his retailers.

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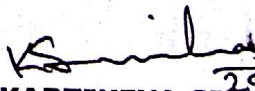


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Following are the terms & conditions for Trade scheme benefit:-

1. The scheme will be valid on activation of prepaid mobile connections.
2. The benefit of Trade Scheme will be given for new connections i.e. on sale of SIM. No commission shall be given when the plan vouchers are used for migration purposes or for increasing validity only.
3. Trade scheme with or without first top-up/STV/Data STV of minimum Rs. 35/- or more (including of service tax) in addition to FRC, shall be decided by CGMs of the circle and this should be done within 30 days of activation.
4. Trade scheme benefit shall be paid in the form of C-top-up value only.
5. Channel partners should get their incentive online by 15th of next month positively. Amount of incentive should be informed to concerned channel partners by SMS. Concerned BSNL officials should be held responsible for failure to adhere above instructions.
6. SIM sales of individual will be counted. For example if 10 SIMs are sold in same name/company, same to be taken as one for the purpose of this scheme.
7. In case of bogus activations found if any, trade scheme benefit may be recovered from channel partners.
8. Any FOS graded incentive except fixed incentive mentioned under para-7(a) of FOS guidelines issued vide this office letter 27-9/2015-S&M-CM/54 dated 26.04.2017 shall not be applicable during trade scheme period.
9. For MNP connections, no trade scheme benefit shall be applicable.
10. FRC loading RD/DSA/retailers/RD retailers will be eligible for trade scheme incentive.
11. For trade scheme benefit, first electronic event like FOS alert/CAF data entry/activation etc. may be taken into account and trade scheme benefit shall be paid after successful activation/mandatory recharge condition etc.
12. First call condition after activations shall be mandatory for eligibility of Trade scheme. First call condition may be first voice call/data activity or any other activity initiated by customer other than tele-verification call.
13. The above Trade scheme will replace the existing Trade scheme if any & shall be implemented by Circles with effect from 01.07.2017 for three months.
14. It has to be ensured that each franchisee should be monitored by the circle & remedial steps should be taken by circles.
15. Monthly feedback on impact of revised trade scheme may also be sent to this office.

This is issued with the approval of competent authority.


(KARTIKEYA SINHA)
Jt. GM (Sales-CM)

Copy to:

1. Sr. GM (Dev) ITPC Hyderabad.