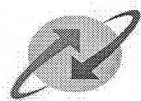


219, Sales & Marketing -Consumer Mobility
Bharat Sanchar Bhawan, New Delhi-1
Tel No: 23329722 Fax: 23329723



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

No. 19-1/2014-S&M-CM/5

Dated: 15.04.2014

To

The Chief General Managers,
All Telecom Circles/Districts

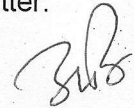
Subject: Guidelines regarding Feet On Street (FOS) in BSNL

In compliance to discussions held in the last HOCC and in various zonal review meetings, the scheme of FOS has been framed in consultation with some of the Circles. Guidelines in addition to this office order vide No. 27-18/2011-S&M-CM/22 dated 23-11-2012, inter-alia para : C, are as given below:-

1. FOSs will be selected by Franchisee in consultation with BSNL and will be tagged in C-Topup system as well as in the Sancharsoft system to the Franchisee of respective territory.
2. FOSs will be appointed in those franchisees territories, where RDF (RD attached with franchisee) is not available.
3. There will be one FoS per 150/100/60 recharge/top-up loading retailers for class-A/class-B/class-C Franchisee territories respectively.
4. Number of justified FOS shall remain unchanged during the financial year except for change in Policy by the corporate office.
5. Duties and responsibilities of FOS:-
 - a) to deliver BSNL products/ Marketing material/SIM to retailers (POS) as per directions from franchisee.
 - b) to check & collect CAF from POS within the scheduled time frame.
 - c) to apprise POS about BSNL products & tariffs as well as collecting their feedback in a predefined format.
6. Franchisee will deposit CAF after affixing his stamp & signature to BSNL designated official at CAF DESK, within 24 Hrs excluding holidays.
7. Incentive for FOS:-
 - a) Fixed incentive @ Rs.3000/- PM in the form of Ctopup value and additional Rs. 2000/- PM for first two months, which will be a kind of market study period. During this period FOS will have to serve at least 20 Retailer (existing or new) outlet.
 - b) After successful completion of market study period, Rs. 2000/- incentive will not be paid and in lieu of this, Monthly Performance based Incentive as per following slabs will be paid:-

Rate of monthly performance based incentive (Per SIM in Rs.)	Slab for SIM sale for different Franchisee Territories		
	Type-A	Type-B	Type-C
Nil	200	150	100
6	200-350	151-250	101-150
8	351-500	251-350	151-200
10	More than 501	More than 351	More than 201

- b) Monthly Bonus payment @ Rs. 500/- per additional 500/350/200 connections for Type-A/B/C territories respectively will be paid
- c) There will be negative incentive for delayed submission of CAF @Rs.2/- per CAF for delay > 24 Hrs excluding holidays.
8. Commission discount structure:- CAF commission sharing in case of three tier structure comprising Franchisee-FOS-Retailers will be as follows:
- a) Franchisee- 20%
- b) Retailers- 30% and
- c) Rest 50% will be retained by BSNL for incentivising FOS as per scheme stated above.
9. Monthly TDS on account of commission/ incentive payment to FOS & POS linked with the Franchisee will be generated by Sancharsoft system and accounted against the PAN number of the Franchisee. Monthly commission statement on commission and TDS for each Franchisee, FOS & Retailers/ POS will be generated by Sancharsoft and pushed on 7th of every month for effecting adjustment in their C-topup wallet balance. (The Taxation issue is being examined by taxation cell in co-ordination with Tax consultant and hence Tax structure shall be as per the outcome of report submitted by Tax consultant.)
10. Date of effect for this purpose may be taken as the date of issue of this letter.



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

Copy to:-

GM(Taxation), BSNL CO – for necessary action as per para-9&10.