

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. 19-1/2009-Sales & Mktg.-CM

Date: 06.10.2009

To,

The Chief General Managers,
UP (East)/ Maharashtra/ Andhra Pradesh/ Tamil Nadu/ Rajasthan/ Karnataka/
Kolkata Telephones/ Punjab/ UP (West)/ Kerala/ Haryana/ Uttaranchal

Subject: Field launch of Project Vijay

As you would be aware, during the field launch phase of Project Vijay we need to start ensuring that franchisees are servicing the retailers identified in the market retailer survey, in order to increase the reach of our products. In this regard, you are kindly requested to ensure the following in your respective circles –

a. Franchisee Managers must be posted exclusively please.

b. The appointment of the required number of Feet on Street (FOS) by the franchisee must be completed by October 10th, failing which a warning letter should be issued to the franchisee by the respective SSA Heads and the GM (Consumer Mobility – Sales and Marketing).

c. Franchisee Managers will work with Franchisees to create individual beat plans for each FOS. It is important to ensure that the beat plans are being adhered to by the FOS.

For this purpose, all Franchisee Managers will need to certify (with signature) by Oct 15th:

1. Number of FOS actually working for the Franchisee.
2. Number of beat plans being adhered to for individual franchisees.

This information should be collected at the Circle level, under supervision of the Project Leader.

It is requested that compliance in this regard may please be provided to this office for North and West zone circles, and to Mr Bijoyananda Mishra's office (GM Products and Pricing – Consumer Mobility) for South and East zone circles, along with a copy to M/s BCG.

(Indrajeet S. Khanna) 6/10

GM (Sales and Marketing) – Consumer Mobility

Copy to:-

1. Director (CM)
2. GM (P&P)-CM
3. M/s BCG