

Sales & Marketing-CM
219, Eastern court
Corporate Office, New Delhi-1
Tel No 23326544, Fax 23326545
ddg_sales@bsnl.co.in



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

No. 28-2/2013-S&M-CM/40

Date: 09.04.2014

To

The Chief General Managers
All Telecom Circles/Districts
BSNL

Subject: Promotional MNP CAF commission and incentive to retailers in low traffic BTS areas.

Competent authority has approved the launch of promotional MNP CAF commission & incentive to retailers in low traffic BTS areas i.e. in those BTSs areas which carry traffic of 10 Erlang or less during Time Consisted Busy Hour. Traffic data for past one week from OSS be captured by NW operation team and list of low traffic BTS be provided to S&M team of the circle, which should convey the same to sales channel (Franchisee or DSA) declaring the date of launch for a period of 6 months. Any subscription addresses within such BTS area will entitle MNP incentive to sales channel. All these BTSs are to be defined in Sanchar-Soft for the purpose well in advance. MNP CAF commission and incentive to retailers in low traffic BTS areas will be as given below:-

1. MNP CAF commission @ Rs 50/- per connection in case of Pre-paid and 50% of FMC up-to maximum of Rs. 150/- per connection in case of Post-paid (subject to condition that first bill has been paid by the customer).

2. Incentive for new MNP activation @ Rs 25/- may be given directly to POS based on report from Sanchar-Soft. Incentive be calculated daily during night hours by Sanchar-Soft systems & credited in C-top-up wallet of respective POS on daily basis.

3. Sanchar-Soft should allow MNP incentive only for those POS, whose data is in sync with C-top-up sales channel hierarchy but not for other POS. Circles are to expedite synchronization of POS data in accordance with C-top-up sales channel hierarchy on top priority to enable incentive to all eligible POS.

Response of the scheme may be sent to this office after expiry of each quarter for review.

(Upendra Bakolia)
Add. GM(S&M) CM