

General Manager (S & M - CM)

Sales & Marketing - Consumer Mobility  
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भारत संचार निगम लिमिटेड

(भारत सरकार का उद्यम)

BHARAT SANCHAR NIGAM LIMITED

(A Government of India Enterprise)



**No. GM (S&M-CM) / T-319/ MNP / 13-14/ Vol II/ 25 dt 05 .02 .15**

To

All Heads of SSAs,  
Tamil Nadu Circle.

**Sub:-Promotional MNP CAF commission and incentive for channel partners - Reg**

Ref: C.O Ir no. 28-2 //2013-S&M –CM/46 dted 08.12.2014

Kindly refer the letter under reference wherein MNP CAF commission and incentive for channel partners has been communicated.

In Tamil Nadu circle, number of Port out is more compared to the Port in cases and net MNP is negative for the past few months.

In order to increase the revenue of the circle, it is very much essential to increase the subscriber base. The other way of increasing the subscriber base in addition to the enrolling of new customers is to bring the other operators customers even high ARPU customers in to the BSNL fold through MNP.

In this regard, in order to increase the sale of SIMs and hence the revenue it is decided to motivate the channel partners by giving Promotional MNP CAF commission /MNP Incentive for the channel partners for the following three categories namely

1. For lower traffic BTS area
2. For other than low traffic BTS area and
3. For acquiring high ARPU customers.

The details regarding the Promotional MNP CAF commission/ MNP incentive is enclosed herewith. List of Low traffic BTS sites wrt Tamil Nadu Circle is also enclosed for your information. Already detailed instructions about implementation have been given to AGM (sales).

All are requested to put all out efforts to increase MNP port in cases using the above incentive schemes so that the MNP port in /MNP port out ratio is made Positive in the coming months onwards.

The above scheme is effective for 3 months from 1.2.2015.

  
(S.SABEESH)

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Tamil Nadu Circle, Chennai

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**Details regarding MNP CAF commission and incentive for channel partners**

1. In low traffic BTS area (BTS having traffic < 10 Erlangs)				
S.No	Type of connections	Franchisee Channel (Commission /Incentive in Rs.)	Direct Retailers to (Commission /Incentive in Rs.)	Remarks
1	Prepaid	50	50	Low traffic BTS
2	Postpaid	50	50	

2. Other than low traffic BTS areas				
S.No	Type of connections	Franchisee Channel/Connection (Commission /Incentive in Rs.)	Direct Retailers to (Commission /Incentive in Rs.)	Remarks
1	0-5 Nos of Connections	50	Nil	To be paid after 60 Days subject to min recharge of Rs.250 during 60 Days or Payment of Two Postpaid monthly bill.
2	6- 10 Nos of Connections	50	25	
3	>10 Nos of connections	50	50	

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3.Extra MNP CAF Commission/Incentive in addition to 1 & 2 above for acquiring high ARPU customers only				
S.No	Type of connections	Franchisee Channel (Commission /Incentive in Rs.)	Direct Retailers/ (Commission /Incentive in Rs.)	Remarks
	Prepaid			To be Paid after 3 months
	Qtly recharge (750 -1000)	25	25	
	Qtly recharge (>1500)	50	50	
	Postpaid			
	Qtly bill (1500 - 2000)	50	50	To be Paid after 3 months bill
	Qtly Bill (2001- 4000)	100	100	
	Qtly bill >4000	150	150	

1. MNP CAF commission / Incentive for Franchisees will be shared amongst the Franchisee /Retailer as per the C M S& D Policy 2012.Direct part of incentive to retailers shall be in addition sharing amongst Franchises /RDs/ Retailers under CM S&D Policy 2012.
2. The commission / incentive for MNP will be decided on customers category (High ARPU, Low traffic BTS & Other than low traffic BTS). Extra commission for incentive as mentioned under Table -3 will be paid to Channel partners in addition to 1& 2 above for acquiring High ARPU customers only.
3. DSAs are also allowed for MNP CAF commission. Hence the CSCs while putting Data entry for DSAs, requested to enter the low traffic BTS location after verifying the address.
4. List of low traffic BTS location is enclosed and it is uploaded in Sancharsoft.
5. Franchisees/CSCs are requested to enter the Name of the low traffic BTS location after entering the data entry for MNP in Sancharsoft.( after getting the receipt for Prepaid cards before giving confirmation please enter the low traffic BTS location ) .
6. The same has to be approved by AGM (sales) of the SSA in Sancharsoft. (AGM sales login -> MNP ->Low BTS Approval).It is the responsibility of the AGM (sales) to verify the same and has to give approval after ensuring it for its correctness (compared with the address). If not the same can be rejected.