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

No: 64-106/S&M-CFA/2010

Dated: 24.01.2014

To  
Chief General Managers  
All Telecom circles/ Telephone districts

**Subject:** Regarding commission applicable to CFA franchisees for selling CM products (secondary products) stated in the EOI document for appointment of CFA franchisee

**Ref:** BSNL CO letter no. 27-9/2010-S&M CM/81 dated 20.06.2012

The issue raised by various field units, on the subject mentioned above, has been examined in this office. Since the products namely WLL- both pre paid and post paid, FWT, Data card & Wimax connections previously under CM category have been migrated under CFA category, the Competent authority has approved as under-

- I. Commission defined by CM vertical for the products namely WLL- both pre paid and post paid, FWT, Data card & Wimax connections vide letter under reference shall be treated as CFA product commission & shall be applicable for CFA franchisees.
- II. Commission for Post paid SIMs as applicable with CM commission/discount structure vide letter under reference shall be payable to CFA franchisees.

This issues with the approval of competent authority

*ASharma*

(Ankur Sharma)  
AGM (S&M-CFA)

CC: Dir (CFA)/Dir (CM) for kind information please.

Endt. No. Mktg/CFA/(P)Udaan/Corp(0) Corress/2011-12  
164 dt at cni the 24.01.2014

Fdd for information & necessary action.  
CFA franchisees may be informed at the same.  
The Corp. Office letter cited above is enclosed for  
immediate reference.

To  
All Heads of SSAs.

P.K. 27.2.14  
DGM (Proj. Udaan)  
TN Circle.



**Sales & Marketing-CM**  
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**BHARAT SANCHAR NIGAM LIMITED**  
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**No.27-9/2010-S&M-CM/81**


**Date: 20.06.2012**

To  
The Chief General Managers  
All Telecom Circles/Districts  
BSNL

**Subject: Commission / Discount structure for Consumer Mobility products/services, "Annexure-D" of CM-Sales and Distribution Policy-2012**

Kindly refer this office letter no. 27-23/2011-S&M-CM dated 07.06.2012 vide which The CM-Sales and Distribution Policy-2012 was issued on 07.06.2012. The Annexure-D was to be issued.

Kindly find enclosed herewith the "**Annexure-D**", Commission / Discount structure for Consumer Mobility products/services. This Commission / Discount structure shall be **applicable w.e.f. 01.07.2012**

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

Copy to:

1. GM (F-CM), BSNL CO New Delhi
2. All SSA Heads.
3. GM(S&M)-CM, All Telecom Circles/Districts
4. IFAs of Circles/Districts/SSAs



## Annexure - D

Commission/ Discount Structure of Consumer Mobility Product and Services for Franchisee / e-Distributor / Rural distributor / Retailers / Post Offices / PCO Operators / DSAs/ BAs / Large Retail Chain (in Rs.)				
Sr. No.	Name of Product / Service	Particulars	Upfront to Franchisee	Afterward to franchisee
<b>Post-Paid Products</b>				
1	3G Post-Paid Voice & Data Plan	USIM & Activation Any Plan	Rs.19/- (Commission) Nil	Rs.20/- (Note A) Note B
2	2G Post-Paid Voice & Data	SIM & Activation Any Plan	Rs.5/- (Commission) Nil	Rs.20/- (Note A) Note B
3	WLL/CDMA/IFWT/FWT Post-Paid	RUIM & Activation Any plan	Rs.5/- (Commission) Nil	Rs.20/- (Note A) Note B
4	EVDO/NIC Post-Paid	Any plan	Nil	Rs.20/- (Note A) Commission @90% of FMC of the lowest FMC during the last 6 months or Rs.200/- which ever is less (Note D)
5	WIMAX Broadband Post Paid	Any plan	Nil	Commission @90% of FMC of the lowest FMC during the last 6 months or Rs.300/- which ever is less (Note D)
<b>Pre-Paid Products</b>				
6	3G Pre-Paid Voice & Data	USIM & Activation Plan voucher	Rs.19/- (Commission) Note C	Rs.20/- (Note A) Nil
7	2G Pre-Paid Voice & Data	SIM & Activation Plan voucher	Rs.5/- (Commission) Note C	Rs.20/- (Note A) Nil
8	WLL/CDMA/IFWT/FWT Pre-Paid	RUIM & Activation On activation of Plan	Rs.5/- (Commission) Note E	Rs.20/- (Note A) Nil
9	EVDO/NIC Pre-Paid	Any Plan	Nil	Rs.20/- (Note A) Commission @90% of Activation (which is taken as SUK) charge OR Rs. 100/- whichever is less in case the customer brings his own EVDO/NIC card
10	Pre-Paid Wi-Max Broadband Account Creation		90% of account Creation charge	Nil
<b>Hardware Products</b>				
11	3G Data Card Hardware	On Minimum purchase of 10 product at a time	Upfront Discount @ 8% on Sale Price	Nil
12	2G Data Card Hardware	On Minimum purchase of 10 product at a time	Upfront Discount @ 8% on Sale Price	Nil
13	Black Berry Hand set	On Minimum purchase of 5 product at a time	Upfront Discount @ 8% on Sale Price	Nil
14	CDMA NIC Card / EVDO Card / IFWT/FWT/EVDO router/EVDO Wi-Fi	On Minimum purchase of 5 product at a time	Upfront Discount @ 8% on Sale Price	Nil
15	CPE for outright purchase (Wi-Max)	On Minimum purchase of 5 product at a time	Upfront Discount @ 6% on Sale Price	Nil
<b>Ad-On Products</b>				
16	Pre-paid to Post paid plan conversion	Pre-Paid to Post-Paid GSM/CDMA/Blackberry service etc.	Nil	50% of FMC subject to max. of Rs. 150/- after payment of 1st bill.
17	Any Technology Migration	2G to 3G and Vice-versa, CDMA to GSM or Vice-Versa	Nil	Nil
18	VAS	2G GPRS/ MMS/UMS/ EDGE, CDMA UMS/VMS	Nil	Nil
<b>RCVs &amp; TOP-UPS Products</b>				
19	All Top-up Vouchers / Flexi Top-up / STV (Special Tariff Vouchers)/ RCV (Recharge Vouchers) / C-TOPUP		Discount @ 5.5%	Nil
Note A	Commission on submission of Customer Application Form (CAF)			
Note B	Commission @90% of Fixed Monthly Charges (FMC) of the lowest FMC during the last 6 months or Rs.500/- whichever is less to be paid in two installments i.e.45% of the FMC in the 1st Installment after activation & balance in the 2nd installment after 6th month			
Note C	90% of Plan voucher or Rs.100/- whichever is less (Discount). For special plans where commission/discount is specified, the same is applicable.			
Note D	To be Paid in two installments i.e.45% of the FMC may release as 1st installment after Activation and balance 45% of FMC as 2nd installment after 3rd month bill paid by Subscriber			
Note E	90% of Plan charges (assume Rs.20/- in case of CDMA out of SKU (SIM + Activation) worth Rs.40/- ) i.e. Rs.16/- after service tax			
Black Berry Post-Paid / Pre-Paid - The Franchisee will get only one commission for Black Berry activation/migration, under 3G/2G post-paid or prepaid plan no separate commission is payable. i.e. either 3G/2G general plan activation or Blackberry activation is to be paid				
Discount/ Commission on C-TOPUP/ recharge to PCO Operators / DSAs/ BAs/Retailer/ shall be 75% of Franchisee's Discount/ Commission				
Discount/ Commission on C-TOPUP/ recharge to Rural Distributor shall be 90% of Franchisee's Discount/ Commission				
For e-Distributor Discount / Commission is 85% of Primary Franchisee's Discount / Commission, subject to maximum 4.5%				
Discount / Commission will be applicable to Post Office / Large Retail Chain shall be at par with Franchisee Discount/ Commission				