

कमरा नं. 308, भारत संचार भवन, हरीश चन्द्र माथुर लेन
जनपथ, नई दिल्ली-110 001
दूरभाष : कार्यालय : 91-11-23738999, फैक्स : 91-11-23734242
ई-मेल : diro@bsnl.co.in
Room No. 308, Bharat Sanchar Bhawan, H. C. Mathur Lane,
Janpath, New Delhi-110 001
Ph. : 91-11-23738999, Fax : 91-11-23734242
E-mail : diro@bsnl.co.in



भारत संचार निगम लिमिटेड
(भारत सरकार का उद्यम)
BHARAT SANCHAR NIGAM LIMITED
(A Government of India Enterprise)

राजेश वधवा

निदेशक (सीओएफओ)

Rajesh Wadhwa

Director (CFA)

D.O. No. 64086/09-S&M (CFA)/Pt.I

Dated the 30th October 2011

Dear Shri.....,

Kindly refer to letter No. 64-106/S&M-CFA(Pt-I) dated 10.01.2011 (available on intranet portal) vide which CM franchisees were allowed to sell all the CFA products without any condition mentioned in their CM agreement, in geographical territories where no CFA franchisee has been finalized till 30.04.2011 and further extended up to 31.10.2011 vide letter of even no. dated 04.04.2011.

It has been observed that many field units are putting little efforts to sell the CFA products through CM franchisees. Many senior field officers do not seem to be holding meetings with CM franchisees to discuss and promote strategies for selling CFA products and no targets have been set for them. It is also observed that there is a lack of awareness amongst the field staff about the revised franchisee commission structure for CFA products communicated vide letter No. 64-106/S&M-CFA(Pt-I) dated 08.08.2011 which makes franchisee commission structure for CFA products quite attractive.

You are requested to organize a meeting of CM and new appointed CFA franchisees at your level within next 15 days to effectively communicate revised commission structure for CFA products to them and to encourage them to sell CFA products and set targets for sale of various CFA products like landline, broadband, ITC cards and other IN products & services and submit a feedback to this office by 15th October 2011 positively.

With best wishes,

Yours sincerely,

[Rajesh Wadhwa]

Shri.....
Chief General Manager,
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Bharat Sanchar Nigam Ltd.
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