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

No. 27-14/2011-S&M-CM/11

Date: 10.06.2011

To,

The Chief General Manager,
All Telecom Circles / Districts,
BSNL

Sub: Feedback regarding performance and correctives required in the existing S&D Franchisee Policy

Despite lots of efforts by circles, limited number of territories could be filled & majority of them are still lying vacant. Hence availability/penetration /reach of BSNL products/services are being affected badly.

In this regard CMD desires that:

- a) It must be ensured that BSNL products/services should be sold / distributed in all the point of Sales.
- b) Wherever BSNL products are not available, these should be made available at all POS immediately.
- c) Distribution channels must be utilized effectively to generate demand for the products and services of BSNL.

2. Planned as well as surprise inspections of POS be carried out by RMCs, AGMs & DGMs and non-availability of products at POS should be taken as serious fault on the part of Franchisee. If higher authority finds that a situation, concerned RM may be held responsible and may be suspended, if found negligent willfully.

Kindly refer this office letter no. 41-01/2011-SM-CM dated 18.05.2011 regarding efforts to understand the competition & effective use of internal resources. The desired feedback/suggestion is still awaited.

All the telecom circles are requested to send the compiled report of his all SSAs with regard to the performance and correctives required in the existing Franchisee S&D Policy. The feedback report should reach this office by 21.06.2011 for kind perusal of CMD.

(Upendra Bakolia)
DGM (Sales & Mktg.-CM)