

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)/ T-361/ FOS support /14-15/ Dated 27 .06.2015

To

**All Heads of SSAs,
Tamil Nadu Circle.**

**Sub: Implementation of FOS incentive to Franchisees & Guidelines -reg
Ref: Addl GM (S&M-CM) Ir no 27-9/2015-S&M –CM /9 dted 26.05.2015**

Kindly refer the letter under reference wherein **Feet on street (FOS) incentive** for the year 2015-16 ie from **1.6.2015 to 31.3.2016** has been conveyed.

Approval of Sr.GM(S&M-CM&CFA), TN circle is hereby conveyed for the implementation of FOS incentive for the financial year 2015-16 from 1.6.2015 to 31.3.2015.

The revised guidelines for FOS incentive for the financial year 2015-16 are as follows.

1. FOS will be selected by Franchisee in consultation with BSNL and will be tagged in CTOP UP system as well as in the Sancharsoft system to the Franchisee of the respective territory.
2. FOSs will be appointed in those franchisee territories, where RD is not available.
3. There will be one FOS per 150/100/60 recharge / topup loading retailers for class A / Class – B/ Class –C franchisee territories respectively.
4. Number of justified FOS shall be fixed with respect to number of POS as on 31.3.2015 and shall remain unchanged during the financial year except for change in Policy by the corporate office.

5. Duties and responsibilities of FOS:

1. To deliver BSNL products / Marketing material /SIM to retailers (POS) as per directions from Franchisees.
2. To check & collect CAF from POS within the scheduled time frame.
3. To apprise POS about BSNL products & Tariff as well as collecting their feedback in a predefined format.

6. Franchisee will deposit CAF after affixing his stamp & signature to BSNL designated official at CAF desk within 24 Hrs excluding holidays.

7.Incentives for FOS.

a) **Fixed PART:** FOS incentive @ **Rs.3000 per FOS per month** to franchisees will be applicable subject to condition that minimum commitment of **1000 SIM for Type –A , 600 to Type –B & 250 to Type –C** franchisee territories is achieved by the Franchisee. This will be in the form of CTOPUP value

Example: If any franchisee of Type –B territory has 4 numbers of FOS and activates 650 SIMs then he will be eligible for $3000 * 4 = \text{Rs. } 12000/-$.

b) **Variable Part : Monthly Performance based incentive shall also be applicable for FOS as per the following slabs.**

SL.no	Rate of monthly performance based incentive (Per SIM in Rs.)	Slab for SIM sale for different franchisee territories		
		TYPE A	TYPE B	TYPE C
1	Nil	200	150	100
2	6	200-350	151-250	101-150
3	8	351-500	251-350	151- 200
4	10	More than 501	More than 351	More than 201

c) Monthly Bonus payment @Rs.500 /- per additional 500/350/200 connections for Type A/B/C territories respectively will be paid.

d) There will be negative incentive for delayed submission of CAF @Rs.2 /- per CAF for delay >24 Hrs excluding holidays.

8. FOS incentive will be given online directly to franchisees in the form of CTOPUP value.


 Sr.GENERAL MANAGER (S&M-CM&CFA),
 TAMIL NADU CIRCE, CHENNAI.