

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-219/Trade scheme/Vol III/2014-15/dated 03.09.2014

To

All SSA Heads,
Tamil Nadu Circle.

Sub: Festival Bonanza scheme for Channel Partners –Reg

Ref:C.O Ir no 27-11/2013 –S&M-CM /52 dtd 25.08.2014

Approval is hereby given for implementing Festival Bonanza scheme for Channel Partners for a period of two months ie wef 1.9.2014 to 31.10.2014 to increase the sale of SIMs & recharge during the festival season.

1. For Franchisees.

S.No.	Slab for SIM activation per month per franchisee territories during festival bonanza scheme	Condition for minimum tertiary C-Top-up sale** per month per franchisee territory during festive bonanza scheme (In lacs)	Fixed lump sum incentive* per month during festival bonanza scheme
1	0-200	NA	Nil
2	201-300	> 30 to 40	6000
3	301-500	> 40 to 50	12000
4	501-600	> 50 to 60	20000
5	601-800	> 60 to 70	30000
6	801-1000	> 70 to 80	40000
7	1001-1200	> 80 to 90	60000
8	1201-1400	> 90 to 100	70000
9	1401-1500	> 1 cr. to 1.25 cr.	90000
10	1501 and above	> 1.25 cr.	1 lakh

* The amount of incentive to franchisees will be as per eligibility of SIM sold/C-top-up sold whichever is lower. e.g. If a franchisee sells 700 SIMs and his C-Top-up sale is 35 lacs, then he will be paid Rs. 6000/- as incentive.

** Tertiary C-top-up sale shall be considered for POS of respective territories only.

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2. For Retailers/RD/DSA:-

S.No.	Slab for SIM activation per month for (FRC loading) RD/DSA/Retailers during festival bonanza scheme	Fixed lump sum incentive per month during festival bonanza scheme (In Rs.)
1	0-15	0
2	16-30	500
3	31-50	1200
4	51-75	2500
5	76-100	5000
6	Above 100	8000

1. The scheme will be valid on activation of prepaid mobile connections and month will mean calendar month.
2. The benefit of incentive will be given for new connections i.e. on sale of SIM. No commission shall be given when the plan vouchers are used for migration purposes or for increasing validity only.
3. Channel partners should get their incentive by 15th of next month positively. Amount of incentive should be informed to concerned channel partners by SMS. Concerned BSNL officials should be held responsible for failure to adhere above instructions.
4. Only FRC loading RD/DSA/retailers will be eligible for incentive scheme.
5. SIM sales of individual will be counted. For example if 10 SIMs are sold in same name/ company, same to be taken as one for the purpose of this scheme.
6. If any C-top-up SIM in the tree of franchisee is found in use, in multi-SIM based server for recharging, then the franchisee will be disqualified for incentive.
7. Trade scheme benefit shall be paid in the form of C-top-up value only.
8. First call condition after activations shall be mandatory for eligibility of incentive.

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SSA heads are requested to bestow their personal attention to utilize this opportunity so that target both in SIM sales as well as in revenue is achieved.

(S.SABEESH)

General Manager (Sales & Marketing -CM)
Tamil Nadu Circle, Chennai.