

General Manager (S & M - CM)

Sales & Marketing - Consumer Mobility

3rd Floor, New CTS Building

16, Greams Road, Chennai – 600 006

Phone: 044-28297878 Fax: 044-28297979



भारत संचार निगम लिमिटेड

(भारत सरकार का उद्यम)

BHARAT SANCHAR NIGAM LIMITED

(A Government of India Enterprise)



No. GM (S&M-CM)/T-336 /11-12 /DSA / 11

dted the 16 .08.2012

To

All Heads of SSAs,
Tamil Nadu Circle.

SUB: Migration of DSAs to S& D Policy 2012 - Reg

Ref: **1.GM (S&M-CM)/T-336 /11-12 /DSA / 8 dted the 31/12/2011**

2. Corporate office lr no: 27-23 /2011 – S& M – CM /10 dated 07.06.2012

Kindly refer the letter under reference (1) wherein approval for Extension of DSAs for one year from 1/1/2012 has been conveyed.

The DSA policy of CM – Sales & Distribution policy 2012 is enclosed herewith along with the commission/discount structure applicable for DSAs for taking following action at your end.

1. All the existing active DSAs are to be migrated to DSA policy of CM – Sales & Distribution policy 2012.
2. Efforts should be made to enroll new DSAs as per the above policy.
3. Monthly targets should be communicated by the SSAs to DSAs and the performance has to be monitored/ analysed.
4. Efforts to be taken to enhance the revenue of BSNL through the DSAs wherever franchisees are not available/franchisee performance is poor to avoid revenue leakage.

Compliances in this regard may be sent to this office before 01.10.2012.

General Manager (S& M-CM)

Chennai, Tamil Nadu Circle.

Copy to: 1.GM (TR), Tamil Nadu circle.

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No.27-23/2011-S&M-CM/10

Date: 07.06.2012

To

The Chief General Managers
All Telecom Circles/Districts
BSNL

Subject: "CM Sales and Distribution Policy 2012" of BSNL.

Please find enclosed herewith the "CM Sales and Distribution Policy 2012" of BSNL containing four parts as mentioned below:-

1. Franchisee Sales & Distribution Policy
2. e-Distributor Policy
3. DSA Policy
4. Rural Distributor Policy

This is in super-session of the earlier Franchisee Sales and Distribution Policy 2009, e-PIN franchisee, DSA and RD. "CM Sales and Distribution Policy 2012" will be effective from 01.07.2012. The policy document is for internal circulation only.

EOI for "CM Sales and Distribution Policy 2012" and Annexure-D (Commission / Discount of BSNL CM products/services) will be released shortly

UB
07/6/2012

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

Copy to:-

1. PS to CMD, BSNL CO, New Delhi
2. PS to All Director, BSNL Board
3. All SSAs Heads, BSNL
4. GM All Telecom Circles / Metro Districts
5. IFA of Circles/ Metro Districts / SSAs



CM Sales and Distribution Policy - 2012

Provisions of the previous franchisee S&D Policy -2009 have been amended and integrated “CM Sales and Distribution Policy -2012” to be effective from 01.07.2012.

This Policy is divided in four parts:

1. Franchisee Sales & Distribution Policy:

Franchisee will be responsible for selling of all BSNL Products and services assigned to them, directly or through Rural Distributors (RDs) / retailers within a defined territory. To facilitate retailers, provision of three tier structure has been made by including Rural Distributor between franchisee and retailers only in rural territories to serve the area within the rural BTS.

2. e-Distributor Policy:

e-Distributor will be responsible for selling of recharge/ topup through Internet option on PAN India basis or with retail chain at circle level.

3. DSA Policy:

Direct Selling Agents are individuals having direct agreement with BSNL. DSAs are responsible for selling of all BSNL Products and Services, as assigned to them, to the customers at their door step.

4. Rural Distributor Policy:

Rural Distributors are individuals having direct agreement with BSNL. Rural Distributors will be responsible for selling of all BSNL Products and Services in Rural BTS areas through retailers. Rural Distributor will be served either by concerned franchisee or BSNL directly.

DSA Policy 2012

1. Scope of the Work

The Direct Selling Agent shall market and sell all BSNL Products and Services to customers at their door steps.

2. Selection of DSAs

1. Selection of DSAs will be done by SSA Head
2. The initial period of agreement shall be for 3 years.
3. Eligibility Criteria: Any person willing to serve customers/ prospects at their premises and fulfilling following criteria are eligible to apply.
 - A. Turn over : No minimum turnover is required
 - B. Age : 18 Yrs
 - C. Local Resident : Residing in Area for more than 1 year.

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4. Security Deposit: Refundable Security Deposit of Rs.500/- (Rupees five Hundred only) (No security deposit from retired BSNL/DOT employee/ co-operative societies and spouse of BSNL/ DoT employee)
5. Area of Operation: within SSA.
6. DSAs will be given free C-TOPUP SIM with applicable concessional tariff and freebies.
7. Activation SIM: BSNL may give activation SIM to willing DSAs after taking additional security deposit of Rs.3000/- per SIM.
8. Verification of credentials of new customers.
 - a. Verification of credentials of new customers – Verification of PIA (photo, identity and address) of new customer to be done as per the various guidelines issued by DoT and BSNL from time to time. DSA will be responsible for the verifications done by him.
 - b. The DSA shall obtain from customers/subscribers such documents as prescribed from time to time by BSNL.
9. Discount / Commission: Franchisee discount/ commission will be shared among DSAs as per Table III of Annexure-E.
10. Sales Target: Shall be communicated by SSA on monthly basis.
11. Termination: If not found active for six consecutive months, the DSA may be terminated after issue notice and seeking explanation.
12. Extension/Migration: SSA Head may extend / migrate agreement on year-to-year basis for a period of two years with the DSA on mutually agreed terms for the active DSAs. The decision of BSNL shall be final in regard to the grant of extension.

ANNEXURE – E

Table- III DSA

Sharing of franchisee Discount/ Commission for DSA

Product	DSA
New Connection (Prepaid/ Postpaid)	70%
CAF Commission	50%
Recharge / C-TOPUP	75%

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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

Regd. & Corporate Office Bharat Sanchar Bhawan, Harish Chandra Mathur Lane, Janpath, New Delhi – 110001,
Website: www.bsnl.co.in

पंजीकृत एवं निगमित कार्यालय : भारत संचार भवन, हरीश चन्द्र माथुर लेन, जनपथ नई दिल्ली- 110 001
Regd. & Corporate Office : Bharat Sanchar Bhawan, H.C. Mathur Lane, Janpath, New Delhi - 110 001
Website : www.bsnl.in



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
Post-Paid Products				
1	3G Post-Paid Voice & Data Plan	USIM & Activation	Rs.19/- (Commission)	Rs.20/- (Note A)
		Any Plan	Nil	Note B
2	2G Post-Paid Voice & Data	SIM & Activation	Rs.5/- (Commission)	Rs.20/- (Note A)
		Any Plan	Nil	Note B
3	WLL/CDMA/IFWT/FWT Post-Paid	RUIM & Activation	Rs.5/- (Commission)	Rs.20/- (Note A)
		Any plan	Nil	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)
Pre-Paid Products				
6	3G Pre-Paid Voice & Data	USIM & Activation	Rs.19/- (Commission)	Rs.20/- (Note A)
		Plan voucher	Note C	Nil
7	2G Pre-Paid Voice & Data	SIM & Activation	Rs.5/- (Commission)	Rs.20/- (Note A)
		Plan voucher	Note C	Nil
8	WLL/CDMA/IFWT/FWT Pre-Paid	RUIM & Activation	Rs.5/- (Commission)	Rs.20/- (Note A)
		On activation of Plan	Note E	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
Hardware Products				
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
Ad-On Products				
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
RCVs & TOP-UPs Products				
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				