

General Manager (CM - M & S)
New CTS Building,



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

III floor, 16, Greams Road, Chennai-6.

Tel No: 2829 5400 FAX: 2829 5420

To
All SSA Heads

No.GM/S&M-CM/S&D Policy/2009-10/4 dated, the 24th Nov. 2009

Sub:-Implementation of S&D Policy- 2009 -reg

Ref:-This office letter NO.GM/S&M-CM/S&D Policy/2009-10 dated
21.11.09.

Kindly refer to the above cited letter where in the S&D Policy 2009 has been forwarded for necessary action. The following actions have to be taken immediately for implementing the S&D Policy as envisaged from Corporate Office.

1. All Franchisees must be informed immediately i.e before 25.11.09 that they will be allowed to migrate to new franchisee territories based on the S&D Policy 2009 subject to their cumulative achievement more than 70% of target on each of the target parameters for the period 01.12.09 to 31.03.2010 for all existing territories together.
2. Communicating the target to be achieved by the Franchisees for the month of December 2009 by 25.12.09.
3. Vide letter 27-9/200-SM-CM/Part-I dated 05/11/09 BSNL Corporate office has instructed to give look on arrangements for vacant areas. This may please be completed by 01.12.2009. Franchisees may be informed that look on area will not be treated for performance measurement. In case SSA Heads decided to serve the vacant area with BSNL Sales team, the same is also approved.
4. Dimension and definition of new franchisee territories as per the S&D Policy 2009

Existing territories can be combined or split up based on the marketing potential and as an attractive business proposition for the franchisee. While deciding on the demarcation of the franchisee territory, it must be ensured that the revenue targets given for the SSA for current year and

next year are achieved by the franchisee. Also while forming a franchisee area, it may be ensured that there is a potential in that area to keep the business of the franchisee viable. Guidelines like No. of BTSs available/No. of BTSs planned/No. of industries, educational institutions /Markets/Business centres can be used. **SSA Heads are requested to complete this process by 10.12.09 and intimate the details to Circle office for final approval by CGM.**

5. The action time lines for various activities to be carried out as envisaged in S&D Policy 2009 communicated by BSNL CO are enclosed for your information.

Encl: As above.



(D.BHASKARA RAO)
DGM & ROLL OUT MANAGER
PROJECT VIJAY
BSNL, T.N.CIRCLE
CHENNAI
MOBILE; 9443200999

Implementation of New S&D Policy 2009 action time lines

| SNo | Action Item | Target date | Status |
|-----|--|-------------|-----------|
| 1 | Communication of Targets for 16.11.09 - 30.11.09 | 20.11.09 | Completed |
| 2 | Communication of Targets for 01.12.09 – 31.12.09 | 25.11.09 | |
| 3 | Look-after arrangements for all vacant territories | 1.12.09 | |
| 4 | Review of Performance during 16.11.09 - 30.11.09 | 4.12.09 | |
| 5 | Dimensioning and definition of new franchisee territories | 15.12.09 | |
| 6 | Communication of Targets for 01.01.10 – 31.1.10 | 25.12.09 | |
| 7 | Getting initial preference and acceptance from existing franchisees for migration | 28.12.09 | |
| 8 | Review of Performance during 01.12.09 – 31.12.09 | 4.01.10 | |
| 9 | EOI customization and extension of existing franchisees | 7.01.10 | |
| 10 | EOI to be floated for all eligible territories | 7.01.10 | |
| 11 | Communication of Targets for 01.02.10 – 28.2.10 | 25.01.10 | |
| 12 | Review of Performance during 01.01.10 – 31.01.10 | 04.02.10 | |
| 13 | Communication of Targets for 01.03.10 – 31.3.10 | 25.02.10 | |
| 14 | Review of Performance during 01.02.10 – 28.02.10 | 04.03.10 | |
| 15 | Responses to EOI to be evaluated and finalized | 15.03.10 | |
| 16 | Agreement signing for eligible territories for which EOI was floated | 31.03.10 | |
| 17 | New franchisee territories will come into effect from 01.04.10 | 01.04.10 | |
| 18 | Review of Performance during 01.03.10 – 31.03.10 | 04.04.10 | |
| 19 | Providing BSNL's concurrence for migration of existing franchisees to preferred territories | 07.04.10 | |
| 20 | Agreement signing with existing franchisees who have obtained BSNL's concurrence for automatic migration (Agreement to be effective from 11.04.10) <i>To be completed by 10.04.10</i> | 10.04.10 | |

(Rev targets in Rs.,000)

| SSA | Rev target for Oct09- Mar10* | Tentative target for FY 10-11 |
|-------|---------------------------------|-------------------------------------|
| CBE | 625700 | 1376540 |
| CON | 195200 | 429440 |
| CDL | 387700 | 852940 |
| DPI | 325700 | 716540 |
| ERD | 252500 | 555500 |
| KKD | 266300 | 585860 |
| KMB | 226200 | 497640 |
| MA | 461900 | 1016180 |
| NGC | 349800 | 769560 |
| PY | 159000 | 349800 |
| SLM | 527300 | 1160060 |
| TNJ | 237600 | 522720 |
| TR | 530600 | 1167320 |
| TVL | 269100 | 592020 |
| TTN | 215400 | 473880 |
| VLR | 516300 | 1135860 |
| VGR | 169800 | 373560 |
| Total | 5716100 | 12575420 |

* _ Target communicated by GM F vide TR/CMTS/REVENUE TARGET/09-10
dated 15.10.09