

General Manager (S & M - CM)

Sales & Marketing - Consumer Mobility
3rd Floor, New Administrative Building
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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- /14-15/ 44 dted the 31 .7 .2014

To

All Heads of SSAs,
Tamil Nadu circle.

SUB: Modificatin of Para 4.2(ii) &4.2(iii) under CM-S&D Policy 2012- reg
Ref: Corporate office lr no.27-1/2014-S&M-CM /24 dted 18.07.2014

Kindly refer the letter cited above wherein modification in **Para 4.2(II) &4.2(iii) under CM-S&D Policy 2012** has been communicated.

This is to intimate that approval of the competent authority is hereby conveyed for carrying out the modification in the Weightages of the parameters used for evaluation of Performance of the Franchisees under S&D Policy 2012.

1. Weightage of **RC** among Type 'A' parameters under CM-S&D Policy 2012 has been reduced to **10% from 15%**.
2. Third parameter ie **Postpaid bill payment through Ctopup** has been included under Type 'B' category in CM-S&D Policy 12 and Weightage has been fixed **as 5 %**.

Weightage for targets for evaluating performance

Parameters	Weightage
Type A Parameters	
FRC / Plan Voucher	45%
RC	10%
POS	15%
Type B Parameters	
% of CAF forms submitted	15%
Percentage of recharge sales via C-TOPUP	10%
Payment of Postpaid bill through C topup	5%
Total	100%
Bench Mark Score	50%

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	Parameter (measured on monthly basis)	Scoring	Cut-Off Score
1	Gross Connections GSM	% of target achieved in each product	>50%
2	Revenue/ Recharge sales GSM	% of target achieved in each product	>50%
3	No. of retailers billed in month through BSNL specified system	% of target achieved	>50%
4	% of CAF forms submitted	No. of CAF submitted within specified time frame as a ratio of No. of activations within Franchisee's network	>90%
5	% of Recharge sales via C-TOPUP out of total recharge sale	% of target achieved	>60%
6	Payment of Postpaid bill through C topup	% of target achieved	>50%

Hence all the Franchisees may be instructed accordingly to achieve the target assigned for Payment of Postpaid bill through C topup.

(S.SABEESH)

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Tamil Nadu Circle, Chennai.