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

No. 27-9/2009-Sales

Date: 15. 09 .2009

To,

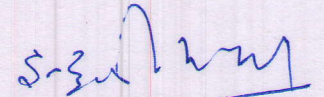
The Chief General Managers,
All Telecom Circles/ Districts
BSNL

Subject: Clarification on trade scheme and ensuring implementation of new discount structure on recharge for channel partners

Ref: 27-9/2009-SM-CM dated 21.08.09

As implementation of Sancharsoft in BSNL is under progress, some circles have expressed difficulty in implementation of trade schemes by giving benefits directly to retailers. This may result in losing the opportunity to increase sales through trade schemes in the festive season.

Therefore it is clarified, that circles may launch trade schemes through franchisees based on activations done by their retailers, till such time appropriate mechanism to provide trade scheme benefits directly to retailers is implemented.


(Indrajeet S Khanna)

GM (Sales and Marketing)-CM