



No. 27-9 /2009-SM-CM (Pt.-II)

Date: 31.12 .2009

To

The Chief General Managers,
All Telecom Circles/ Districts
BSNL

Subject: Clarification regarding channel trade schemes

Kindly refer to letter number 27-9/2009-SM-CM, dated 21/08/2009 and 07/12/2009 released by this office regarding "Trade Schemes" to be launched for channel partners by different circles. Various queries have been received from various field offices.

The following points are hereby clarified:

- a. Any number of trade schemes of any duration can be launched by Telecom Circles during a month. However, multiple schemes may not be launched simultaneously.
- b. The trade scheme limit of Rs.23 should be treated as a weighted average limit instead of an absolute limit. The Telecom Circles need to ensure that the **average** amount paid per SIM activation to the channel for SIM activations during the trade scheme period is not more than Rs.23.
- c. The trade scheme amount is to be treated as an additional commission if it is being paid as an additional amount to the channel partner. However, in case it is being deducted directly from the FRC amount, it should be treated as a discount. It is recommended that trade schemes to retailers should be implemented as a discount.

(Indrajeet S. Khanna)
General Manager

Sales and Marketing- Consumer Mobility

Copy to:

1. Director CM
2. GM – Products and Pricing, Consumer Mobility