

Tamilnadu Telecom Circle
New CTS Building, Ground Floor,
16 Greams Road, Chennai-600 006



BHARAT SANCHAR NIGAM LIMITED

(A Government of India Enterprise)

BSNL 3G))) BSNL LIVE
Faster than your thoughts 2010

Lr.No. MKTG/CFA/(P) Udaan/Corp(O) Corr./2011-12/56 dated @ CNI the 29.07.2013

Sub: Commission structure for CFA franchisees whose leads are completed through Wimax
..... reg.

Some SSAs have reported that franchisee's leads which are completed through Wimax due to TNF in completion through copper cable are not becoming eligible for commission for the same.

The commission structure for such connections completed through Wimax is enclosed in the Annexure.

This is for information and necessary action please.

P.Kumar - 29.7.13

(पी.कुमार / P.KUMAR)

उप महाप्रबंधक (उदाan)-सी.एफ.ए

DEPUTY GENERAL MANAGER (Udaan)-CFA

कार्यालय/ मुख्य महाप्रबंधक, बी.एस.एन.एल

Office of the Chief General Manager, BSNL

ग्रीम्स रोड /Greams Road, चेन्नै/ Chennai-600 006

Encl: As above.

To

All Heads of SSAs

Sales & Marketing-CM
219, Eastern court
Corporate Office, New Delhi-1
Tel No. 23326544, Fax 23326545
idg_sales@bsnl.co.in



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

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

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 | | | | |