

General Manager (S & M - CM)

Sales & Marketing - Consumer Mobility

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भारत संचार निगम लिमिटेड

(भारत सरकार का उद्यम)

BHARAT SANCHAR NIGAM LIMITED

(A Government of India Enterprise)



No. GM (S&M-CM) /223/10-11 /vol-1 /Fixed wireless telephones/

dt 31/05/2011

To

All Heads of SSAs.

Tamil Nadu Circle.

SUB: Sale of FWP through Franchisee channel -Reg

REF: GM(NP-D)-CM Ir no.TN/MS-D/236/2009-10/52 dted at ch the 16/08/2010

Kindly refer to the letter cited above wherein sale of FWP instrument has been communicated.

To increase the sale of BSNL products , especially to popularize the use of CTOPUP enabled FWP instrument among the retailers and other Channel partners a new strategy has been devised to promote the sale through Franchisees.

Following procedure is to be followed to promote the sale through Franchisees.

1. AGM sales will arrange to collect sufficient stock of FWP from CIRCLE/SSA store and hand over the same to AO (sales) of the SSA.
2. The details regarding the total number of FWP instrument along with IMEI number will then be given over by the AO(sales) to AGM(sales)/FM under aquittance .
3. The quantity to be issued to AGM sales/FM will be authorised on each occasion by DGM –CM . AGM sales will move the necessary file for the same.
4. All the AGM (sales) are requested to issue required number of FWP instruments to the Franchisees.
5. Not more than 25 numbers of FWP instruments are to be issued to Franchisees at a time as imprest stock.
6. Accounting has to be done manually by the AGM/FM or the authority issuing the stock of FWP manually to the franchisee under aquittance. While issuing the stock the IMEI number, serial number of the FWP has to be noted along with the date of issue. One copy has to be sent to the AO sales for record.
7. The Franchisees must be instructed to sell the instrument on installment basis @ Rs.145 per month to retailers.
8. Project VIJAY team members must also promote this instrument to retailers by explaining the installment scheme.
9. If Franchisee is paying entire amount at the time of purchase of stock then upfront commission is to be paid immediately as per guidelines issued.

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10. The receipt for the amount remitted by the Franchisee towards FWP instrument is to be given by the AO (sales) only for multiples of total instrument with the details of the IMEI number by allotting the stock to the franchisee through sancharsoft.
11. The AO may with the due approval of DGM –CM allot additional stock to the AGM sales/FM for sale to franchisee keeping the overall limit of imprest under franchisee not more than twenty five for each franchisee. All AGM sales/FM are requested to monitor this personally.
12. In so far as sale of FWP through CSC is concerned the usual procedure of sales will follow. All CSC are authorised to hold upto minimum of 10 FWP as stock for sale.
13. Sale of FWP in CSC must be only through sanchar soft.


General Manager (S&M-CM)
Chennai, Tamil Nadu Circle.

Copy to : 1. All AGM(sales) of the SSAs
2. Sr. GM TR O/o CGM TN circle.