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भारत संचार निगम लिमिटेड  
(भारत सरकार का उद्यम)  
**BHARAT SANCHAR NIGAM LIMITED**  
(A Government of India Enterprise)

**BSNL 3G** ))) **BSNL LIVE**  
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**No. GM (S&M-CM )/T-273/Channel partners/ 13-14/ /Vol II/ dt 29 .01 .15**

To

All Heads of SSAs,  
Tamil Nadu Circle.

Sub:-Rationalisation of SIM cost and increased CAF commission to franchisees during festive season - Reg

Ref: C.O lr no. 27-9/2014-S&M –CM/ 6 dated 23.01.15  
C.O lr no.27-9/2014 S&M-CM dated 07/08/14.

Kindly refer the letter under reference wherein rationalisation of SIM cost and increased CAF commission to franchisees from 15.08.2014 to 31.12.2014 during festive season has been communicated.

In order to increase the sale of SIMs during festive season & to motivate channel partners, the scheme is re-introduced. Approval of the competent authority is hereby conveyed for the following with immediate effect from today up to the end of the financial year i.e up to 31.03.2015.

1. Cost of Normal SIM has been reduced from Rs.15 /- to Rs.10/- to franchisee keeping price for customers Rs.20/-. Upfront commission to franchisees has been increased from existing Rs.5/- to Rs.10/-.

2. The CAF commission to Franchisee has been increased from Rs.4 /- to Rs.20/-. The component of retailers and FOS will remain unchanged. Commission on account of CAF for DSA and RD will also remain unchanged.

It is requested to give wide publicity to the scheme among franchisees and all out efforts be made to acquire maximum number of new connections during the scheme period.

  
(S.SABEESH)

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

Copy to: DGM (Sancharsoft), ITPC, Hyderabad,  
DE (Comm), Coimbatore