

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)/T-273/Channel partners/ 14-15 / /Vol II/ dt 30 .05 .15

To

All Heads of SSAs,
Tamil Nadu Circle.

Sub:-Reduced SIM cost and increased CAF commission to franchisees - Reg

Ref: 1.C.O lr no. 27-9/2015-S&M –CM/ 8 dated 26.05.2015

2. GM (S&M-CM)/T-273/Channel partners/ 13-14/ /Vol II/ 65 dt 29.01.15

Kindly refer the letter under reference (2) wherein rationalization of SIM cost and increased CAF commission to franchisees up to to 31.3.2015 has been communicated.

In order to increase the sale of SIMs, the scheme is re-introduced. Approval of the competent authority is hereby conveyed for the following for the financial year 2015-16 wef 1.6.2015.

1. Cost of **Normal SIM/64K smart 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 /DSA/RD on account of CAF will 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.


Sr. General Manager (S & M –CM &CFA)
Tamil Nadu Circle, Chennai

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