

O/o The Chief General Manager,  
Banking Section, IV floor,  
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भारत संचार निगम लिमिटेड  
( भारत सरकार का उपक्रम )  
**BHARAT SANCHAR NIGAM LIMITED**  
(A Govt. of India Enterprise)

To  
The DGM (TR)/(F), O/o G.M. BSNL, -All SSAs/CMTS Trichy.

No.BSNL/BKG/1-8/Franchisee payment/12-13/6, Dated at Ch-2 the 13.06.2012.

Sub: "CM Sales and Distribution Policy 2012" of BSNL – reg.  
Ref: BSNL CO ND Ir. No.27-23/2011-S&M-CM/10, dt.07.06.12.

Kindly refer to the BSNL Corporate Office letter cited under reference regarding implementing the new "CM Sales and Distribution Policy 2012" of BSNL . The new "CM Sales and Distribution Policy 2012" of BSNL" contains four parts as mentioned below:

- 1) Franchisee Sales & Distribution Policy
- 2) E-Distributor Policy
- 3) DSA Policy
- 4) Rural Distributor Policy.

The new "CM Sales and Distribution Policy 2012" of BSNL" will be effective from 01.07.2012. This is in supersession of the earlier "Franchisee Sales and Distribution Policy 2009".

The salient features of new "CM Sales and Distribution Policy 2012" of BSNL" are noted below:

- Sale of material on credit as per clause (K)-sub clause(f) of "Franchisee Sales and Distribution Policy 2009" has been deleted in the new "CM Sales and Distribution Policy 2012" of BSNL".
- As per Clause (L)-sub Clause (f) Material can be issued to Franchisees against RTGS or cheque on realization of money in BSNL account or against Cash/Draft.
- The preferred mode for fund transfer for the franchisees to get material is RTGS.
- As per Clause (C) sub clause( f) the cheques deposited by the Franchisees should be deposited with bank for realization on the same day for ensuring Collection, deposit with the bank and realization of the cheques.
- As per Clause (L) sub clause (e), the Performance Bank Guarantee will be treated as 'Security Deposit' and no supply of material will be allowed against PBG.
- The new "CM Sales and Distribution Policy 2012" of BSNL" is uploaded in Tamilnadu Intranet for strict implementation, adherence and submission of compliance report.

  
Dy. General Manager (CA).