

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)

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

Lr no GM(SALES & MKTG-CM)/TNCIRCLE /2010-11/32 DATED at Chennai-6 , the 22.09.11

To
The Head of SSA
All SSA

Sub: Increasing BSNL sales Retailer base in Tamilnadu circle – reg.

The following instructions are issued in order to improve the Sales in each Franchisee area of the SSAs. The AGM(sales), FMs/RMs may be motivated to implement the instructions.

- The Retailer base is to be increased every month by 5% in each franchisee area.
- 5% of inactive retailers are to be made active subject to a minimum of 30 .
- Atleast 2 retailers who sell more than Rs. 25,000 of CM Products are to be motivated to sell more and to be upgraded to Cat'A' from CAT 'B' every month.
- Atleast 5 retailers who sell more than Rs.10,000 of CM Products are to be brought to Cat B from CAT C every month.
- Atleast 5 retailers who sell below Rs.10,000 of CM Products are to be brought to Cat C from CAT' D 'every month.

The FMs and RMs may be asked explore each franchisee area to add up retailers . All best efforts are to be taken to ensure that the franchisees are updated about the developments on day to day basis by the Project Vijay team.

C.V.VINOD
General Manager (S&M-CM)
Tamil Nadu Circle.
Chennai

Copy to: Assistant General Manager(sales)-CM