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**भारत संचार निगम लिमिटेड**  
(भारत सरकार का उपक्रम)  
**BHARAT SANCHAR NIGAM LIMITED**  
(A Govt. of India Enterprise)

No. 27-9/2015-S&M-CM/31

Dated: 09.03.2016

To

The Chief General Managers  
All Telecom Circles / Districts  
BSNL

**Sub: Clarification regarding upfront commission on revised SIM price- reg.**

Ref-1:- 27-9/2015-S&M-CM/8 dated 26.05.2015

Ref-2:- 27-9/2015/S&M-CM/25 dated 28.01.2016

Ref-3:- 27-9/2015/S&M-CM/28 dated 03.02.2016

Kindly refer to this office letters under reference on the subject mentioned above, vide which instruction regarding reduced SIM cost/increased upfront discount to franchisees was issued and subsequently clarification regarding upfront commission in view of rationalized SIM cost by T&C section of BSNL CO was issued. At present enhanced upfront commission on SIM i.e. @ Rs.10/- is applicable to franchisee only and applicable up-to 31.3.2016. But some circles have suggested for equal upfront commission on SIM i.e. @ Rs. 10/- to other channel partners i.e. DSA, RDD as being given in case of franchisee to avoid de-motivation of DSA,RDD/negative effect on SIM sale.

In view of above competent authority has approved enhanced upfront commission on SIM i.e. @ Rs.10/- per SIM to franchisee & other channel partners also i.e. RDD, DSA & STDPCO as per defined sharing of Rs.10/-under Annexure-E of S&D Policy-2012 as in case of new connection. This will also be incorporated under Annexure-D of CM-S&D Policy-2012.

The enhanced upfront discount on SIM i.e. Rs. 10/- to channel partners shall be applicable with immediate effect in accordance with CM-S&D Policy-2012 and subject to revision based on modification of policy time to time.

(Upendra Bakolia)  
Addl. GM(S&M-CM)

Copy to: - GM (Dev.), ITPC, Hyderabad for info & n/a pls.