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

No. 27-18/2013-S&M-CM/25

Dated: 19.01.2015

To

The Chief General Managers
All Telecom Circles / Districts
BSNL

Sub: Modified Commission /Discount structure for consumer mobility products/services, "Annexure-D" of CM-Sales and Distribution Policy-2012.

Ref: - Letter No. - 27-18/2013-S&M-CM/19 dated: 05.09.2014.

Kindly find enclosed herewith the modified Commission/Discount structure for consumer mobility products/services, "**Annexure-D**" of CM-Sales and Distribution Policy-2012. This will supersede the previous Commission /Discount structure for consumer mobility products/services, "Annexure-D" of CM-Sales and Distribution Policy-2012 issued vide letter mentioned under reference.

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

Encl: As above.

Annexure - D

Commission/ Discount Structure of Consumer Mobility Product and Services for Franchisee / e-Distributor / Rural distributor / Retailers / Post Offices / Large Retail Chain/ PCO Operators / DSAs (in Rs.)

Sr. No.	Name of Product / Service	Particulars	Initial commission to Franchisee	Subsequent commission to franchisee
Post-Paid Products				
1	Post-Paid Voice & Data Plan	SIM & Activation (Note)	i. For 32K/64K SIM Rs. 5/- per SIM ii. For 128 K SIM, 32K/64K/128 Micro SIM & 64K Nano SIM RS. 19/- Per SIM. iii. For 256K SIM Rs.35/- Per SIM	Rs.20/- after submission of Customer Application Form (CAF) and after activation of SIM.
		Any Monthly Plan	Rs.80/- on deposit of security amount at the time of activation	Balance commission if any will be paid @14% of Fixed monthly Charges (FMC) at the end each month for six months subject to maximum of 90% of lowest FMC or Rs 500/- (Including initial payment of Rs. 80/-) whichever is less and payment of monthly bills by the customer.
Pre-Paid Products				
2	Pre-Paid Voice & Data	SIM & Activation	i. For 32K/64K SIM Rs. 5/- per SIM ii. For 128 ,SIM, 32K/64K/128 Micro SIM & 64K Nano SIM RS. 19/- Per SIM. iii. For 256K SIM Rs.35/- Per SIM	Rs.20/- after submission of Customer Application Form (CAF) and after activation of SIM.
		Plan voucher	90% of Plan voucher or Rs.100/- whichever is less . For special plans where commission/discount is specified, the same is applicable.	Nil
Hardware Products				
3	Data Card	On purchase of each data card	Upfront Discount @ 8% on Sale Price (See Note)	Nil
Ad-On Products				
4	Pre-paid to Post paid plan conversion	Pre-Paid to Post-Paid GSM/CDMA/ etc.	Nil	50% of FMC subject to max. of Rs. 150/- after payment of 1st bill.
5	VAS retailing	Retailing of Value added services through channel partners	Upfront 5.5% of EUP (End User Price) same as in case of Top-up/recharge (See Note)	Nil
RCVs & TOP-UPS Products				
6	All Top-up Vouchers / Flexi Top-up / STV (Special Tariff Vouchers)/ RCV (Recharge Vouchers) / C-TOPUP		Discount @ 5.5% on Face Value (See Note).	Nil
Post-Paid Bill payment through CBP system				
7	Mobile Post-paid bill payment	Mobile Post-paid bill payment through CBP-system	Upfront commission of flat 2% for mobile Post-paid bill (inclusive of service Tax) payment through C-Top-up at the time of purchase of stock for post-paid wallet in the c-top-up system.(Applicable up-to 31.3.2015 as per order no. 27-11/2014-S&M-CM/16dated 29.10.2014	Nil
<p>Note:- 1. Upfront commission on various kinds of SIMs is as per T&C cell letter no. 26-19/2012-T&C-CM dated 27.1.2014 and S&M-CM cell letter no. 27-9/2014-S&M-CM/2 dated 07.08.2014 and it is subject to revision.</p> <p>2. Discount/ Commission on C-TOPUP/ recharge to PCO Operators / DSAs/Retailer/ shall be 75% of Franchisee's Discount/ commission</p> <p>3. Discount/ Commission on C-TOPUP/ recharge to Rural Distributor shall be 90% of Franchisee's Discount/ Commission</p> <p>4. For e-Distributor Discount / Commission is 85% of Primary Franchisee's Discount / Commission, subject to maximum 4.5%</p> <p>5. Discount / Commission applicable to Post Office/Large Retail Chain shall be at par with Franchisee Discount/ Commission</p> <p>6. Face Value= MRP*100/(100 + S.Tax)</p> <p>7. Sale Price is inclusive of VAT.</p> <p>8. EUP = End User Price is amount in Rs. for which VAS services sold to customer. Discount @ 5.5% on Face Value as in case of recharge/top-up. Same Pre-paid wallet is being used by retailers for VAS retailing.</p>				