



No. 23-5/2018/S&M-CM/4

Dated: 21.08.2018

To,
The Chief General Manager,
All Telecom Circles/ Telecom Districts,
BSNL

Sub: - Reward Scheme for Retailers and Retailer Managers (RM) -regd.

Ref:- Letter No. 27-3/2018/S&M-CM/21, dated 28.06.2018.

Apropos above letter, guidelines regarding categorization of Point of Sale (PoS) was issued. All SIM selling PoS of BSNL have been categorized as per table below:-

Categorisation of SIM Selling Point of Sale

SIM Sale			Minimum CTop-up Sale (in Rs.)	PoS Category
100	&	Above	20,000	Diamond
30	to	99	10,000	Platinum
10	To	29	7,500	Gold
4	To	9	5,000	Silver
1	To	3	2,000	Bronze
Both Criterion to be Met				

In order to create an aspirational value for retailers and to motivate retailers to upgrade themselves to an upper category, following reward schemes as per the details below is being launched for the duration Aug'18 to Oct'18 for SIM selling PoS:-

"Videsh Ki Sair" Scheme:-


- Any retailer falling under **Diamond or Platinum category** for at least one of the months in the scheme period i.e Aug'18 to Oct'18 will be eligible for this reward. The retailer for the reward will be chosen

- randomly from amongst the eligible retailers through lottery system. One retailer per circle will be rewarded under this scheme.
- ii. Retailer Manager attached to the chosen retailer will also be rewarded under this scheme in order to motivate our CMT members also.
 - iii. The reward to the chosen Retailer and his/her Retailer manager will be in the form of a vacation package trip to Thailand for 4 Nights.
 - iv. One additional Retailer and Retailer Manager, in addition to the above, will be rewarded for 10 large circles in terms of IN revenue for 2017-2018. These circles are Kerala, Andhra Pradesh, Tamilnadu, Karnataka, Uttar Pradesh (East), Maharashtra, Orissa, Rajasthan, Punjab and Gujarat.

Fun In Goa Scheme:-

- i. Any retailer falling under **Gold category** for at least one of the months during the scheme period i.e Aug'18 to Oct'18 will be eligible for this reward. The retailer for the reward will be chosen randomly from amongst the eligible retailers through lottery system. One retailer per circle will be rewarded under this scheme.
- ii. Retailer Manager attached to the chosen retailer will also be rewarded under this scheme in order to motivate our CMT members also.
- iii. The reward to the chosen Retailer and his/her Retailer Manager will be in the form of a vacation package trip to Goa for 3 Nights.
- iv. One additional Retailer and Retailer Manager, in addition to the above, will be rewarded for 10 large circles in terms of IN revenue for 2017-2018. These circles are Kerala, Andhra Pradesh, Tamilnadu, Karnataka, Uttar Pradesh (East), Maharashtra, Orissa, Rajasthan, Punjab and Gujarat.

In view of the above, it is requested to kindly provide wide publicity of the above schemes amongst the retailers and CMT members.


(Kartikeya Sinha) 21/08/18
Jt.GM (Sales)-CM

Copy to:

1. GM (Dev), ITPC for kind info please.