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

No. 27-10/2018/S&M-CM/14

Dated: 01.10.2019

To

The Chief General Managers
 All Telecom Circles / Districts
 BSNL

Sub: - Extension of Trade scheme, FOS incentive scheme and MNP incentive scheme

Ref:-1- 27-3/2018/S&M-CM/51 dated 04.12.2018

Ref: 2- 28-2/2013/S&M-CM/135 dated 09.07.2018

Ref:-3- 27-3/2018/S&M-CM/52 dated 04.12.2018

Ref:-3- 27-10/2018/S&M-CM/5 dated 29.03.2019

Apropos above letters, instructions regarding Trade scheme, FOS incentive scheme and MNP scheme were issued and schemes were extended till 30.09.2019. In order to keep channel partners motivated in hyper competitive & turbulent telecom market, approval of competent authority is hereby conveyed for extension of Trade scheme, FOS incentive scheme and existing MNP scheme for further six months i.e. up-to 31.03.2020, with some modifications in weight-age for SIM selling POS and RC POS & FRC based Trade scheme eligibility for channel partners. The scheme Modification in FOS/Trade scheme is approved as given below.

For FOS Scheme:-

Categorization of SIM Selling Point of Sale					
SIM Sale			Minimum C- Top-up Sale (In Rs.)	PoS Category	Weightage
100	&	Above	20,000	Diamond	250%
30	to	99	10,000	Platinum	180%
10	to	29	4,000	Gold	150%
4	to	9	2,500	Silver	120%
1	to	3	500	Bronze	100%
1	to	3	<500	Un-categorized	0%
Both Criterion to be Met					


Categorisation of RC Point of Sale				
Ctop-up Sale			PoS Category	Weightage
50,000	&	Above	RC A	100%
25,000	to	49,999	RC B	100%
10,000	to	24,999	RC C	100%
2,000	to	9,999	RC D	100%
500	to	1,999	RC E	100%
		<500	Un-Categorized	0%

For Trade Scheme:-

Amount of FRC for SIM activation	Trade scheme benefit to channel partners i.e. SIM selling Retailers/DSA/RD Retailers & Franchisee
Up-to Rs. 100	25% of Trade scheme benefit issued vide 27-3/2018/S&M-CM/52 dated 04.12.2018
< Rs 100 & Up-to 150/-	50% of Trade scheme benefit issued vide 27-3/2018/S&M-CM/52 dated 04.12.2018
> Rs. 150	100% of Trade scheme benefit issued vide 27-3/2018/S&M-CM/52 dated 04.12.2018

All other terms and conditions except above modifications for eligibility of Trade scheme and FOS incentive scheme shall be the same.

All out efforts should be made to grab maximum connections during the scheme period. POS should be informed about this attractive scheme by sending SMS.


GM (Sales-CM) 01/10/19

Copy to:-

1. CGM, ITPC Pune
2. PGM (ERP), BSNL
3. PGM/GMs (Nodal), North/South/East/West Zones
4. GM(Dev), ITPC Hyderabad
5. NBFA/All Franchisees