

605, Sales & Marketing-Consumer Mobility
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भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)
BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

No.27-4/2013-S&M-CM

Dated: 18th December, 2013

To

The Chief General Managers,
All Telecom Circles/Districts.

Subject: Monitoring of franchisees performance.

It is learnt that some of the franchisee have started selling products of competitors. If that be the case, it is a serious matter and requires immediate attention of circles. BSNL appoints franchisees on exclusive basis and they are supposed to sell only BSNL products and services within the geographical area of franchisee territory. They cannot sell the product of any other telecom service provider. In order to improve remunerativeness of franchisees following steps have already been taken:

- Postpaid bill payment through CTOPUP – this needs to be popularised.
- Selling of vanity number through franchisee channel.
- VAS retailing specially for TV channel packs and other VAS.
- Convergence of financially non-viable franchisee territories.

In addition to above, bill payment of landline connections through CTOPUP has been tested and guidelines are likely to be issued soon. All these activities are expected to increase the volume of business for franchisees.

It is the duty of Franchisee Managers to keep close watch on the performance of franchisee and to ensure that franchisees maintain exclusivity as envisaged through CM Sales & Distribution Policy, 2012. In case of violation, action against the franchisee has to be taken by the circle. If Franchisee Managers fail to monitor this aspect or are found negligent in this regard, suitable action against Franchisee Managers have to be initiated.

(S.C. SHARMA)
G.M.(S&M-CM)

Copy to:

1. The CMD and all Directors, BSNL Board.