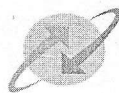


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भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)
BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

No.28-1/2012/S&M-CM/13

Date: 10.04.2013

To

The Chief General Managers,
All Telecom Circles/Metro Districts
BSNL

Subject: Award / Appreciation scheme to channel partners

Ref:- This office letter of even no. 28-1/2012-S&M-CM/7 dated 27-09-2012

Vide this office letter under reference, a scheme of award / appreciation to channel partners was approved and communicated to circles. It was also asked vide this office letter no. 27-16/2012-S&M-CM/4 dated 23.11.2012 and 07.01.2013 to fix targets for evaluating the **KPI wise** performance of franchisees for selection of top performers, but it is noticed that many circles have not completed this activity. Therefore, in order to honour and implement the scheme already announced, it has been decided by the competent authority to modify and simplify the procedure of selection of best franchisee for corporate level award only. However, circles are requested to fix targets to franchisees well in time in the next financial year to enable **KPI wise performance evaluation** of franchisee.

Accordingly, Para 'D' of the above referred letter is modified as under:

Best franchisee of the circle shall be selected on the combined performance during the FY 2012 - 2013 based on the following two major parameters for corporate level award only. This ranking shall in no way taken into consideration for any other purpose.

- | | | |
|----------------------------------|---|---------------|
| 1. SIM sale | - | weightage 60% |
| 2. Recharge Sale (only C-TOPUP) | - | weightage 40% |

A sample calculation of top performer is given below for ready reference:

Finalizing the Franchisee ranking

1. Calculate the percentage of Recharge amount purchased by Franchisee (Primary sale) w.r.t the total Recharge amount sold in the Circle (Primary sale). (Z)
2. Calculate the percentage of SIM activation done by Franchisee w.r.t. the total SIM activation done in the Circle. (C)
3. Calculate the sum of 40% of Z and 60 % of C. (R)
4. Give the ranking to franchisee as the value of R (weighted average). (T)

Franchisee Territory	Total Recharge amount (Primary) Sold in Circle	Total Recharge amount (Primary) purchased by Franchisee in the territory	% Recharge amount purchased by Franchisee in the territory	Total SIM Activation in Circle	SIM Activation by Franchisee in the territory	% SIM Activation done by Franchisee in the territory	40 % of Z	60% of C	Total (weighted average)	Rank
	X	Y	Z=Y/X	A	B	C=B/A	P	Q	R=P+Q	T
F1	15,31,06,091	4,45,65,986	29%	1,08,831	36,586	34%	12%	20%	32%	2
F2	15,31,06,091	5,89,71,232	39%	1,08,831	41,176	38%	15%	23%	38%	1
F3	15,31,06,091	4,95,68,873	32%	1,08,831	31,069	29%	13%	17%	30%	3

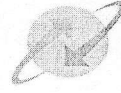
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The name of the selected franchisee with above details shall be recommended by circle with the approval of CGMT for award at corporate level. It is also clarified that this relaxation / modification in performance evaluation is only for the purpose of corporate level award and circles will continue to monitor the performance of franchisee as per guidelines mentioned in "CM-S&D policy-2012" for all other purposes like migration and monthly/quarterly performance review etc.

Circles are requested to complete this exercise in the second week of April-2013 and names of selected franchisees be communicated to this office by 16.04.2013 along with his sales figures and sales figures of circle as a whole to enable corporate office to finalize zonal level award.

(Upendra Bakolia)
Add. GM(S&M) CM