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

No.27-9/2010-S&M-CM/81

Date: 20.06.2012

To

The Chief General Managers
All Telecom Circles/Districts
BSNL

Subject: Commission / Discount structure for Consumer Mobility products/services, "Annexure-D" of CM-Sales and Distribution Policy-2012

Kindly refer this office letter no. 27-23/2011-S&M-CM dated 07.06.2012 vide which The CM-Sales and Distribution Policy-2012 was issued on 07.06.2012. The Annexure-D was to be issued.

Kindly find enclosed herewith the "**Annexure-D**", Commission / Discount structure for Consumer Mobility products/services. This Commission / Discount structure shall be **applicable w.e.f. 01.07.2012**

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

Copy to:

1. GM (F-CM), BSNL CO New Delhi
2. All SSA Heads.
3. GM(S&M)-CM, All Telecom Circles/Districts
4. IFAs of Circles/Districts/SSAs

Annexure - D

Commission/ Discount Structure of Consumer Mobility Product and Services for Franchisee / e-Distributor / Rural distributor / Retailers / Post Offices / PCO Operators / DSAs/ BAs / Large Retail Chain (in Rs.)				
Sr. No.	Name of Product / Service	Particulars	Upfront to Franchisee	Afterward to franchisee
Post-Paid Products				
1	3G Post-Paid Voice & Data Plan	USIM & Activation Any Plan	Rs.19/- (Commission) Nil	Rs.20/- (Note A) Note B
2	2G Post-Paid Voice & Data	SIM & Activation Any Plan	Rs.5/- (Commission) Nil	Rs.20/- (Note A) Note B
3	WLL/CDMA/IFWT/FWT Post-Paid	RUIM & Activation Any plan	Rs.5/- (Commission) Nil	Rs.20/- (Note A) Note B
4	EVDO/NIC Post-Paid	Any plan	Nil	Rs.20/- (Note A) Commission @90% of FMC of the lowest FMC during the last 6 months or Rs.200/- which ever is less (Note D)
5	WiMAX Broadband Post Paid	Any plan	Nil	Commission @90% of FMC of the lowest FMC during the last 6 months or Rs.300/- which ever is less (Note D)
Pre-Paid Products				
6	3G Pre-Paid Voice & Data	USIM & Activation Plan voucher	Rs.19/- (Commission) Note C	Rs.20/- (Note A) Nil
7	2G Pre-Paid Voice & Data	SIM & Activation Plan voucher	Rs.5/- (Commission) Note C	Rs.20/- (Note A) Nil
8	WLL/CDMA/IFWT/FWT Pre-Paid	RUIM & Activation On activation of Plan	Rs.5/- (Commission) Note E	Rs.20/- (Note A) Nil
9	EVDO/NIC Pre-Paid	Any Plan	Nil	Rs.20/- (Note A) Commission @90% of Activation (which is taken as SUK) charge OR Rs. 100/- whichever is less in case the customer brings his own EVDO/NIC card
10	Pre-Paid Wi-Max Broadband Account Creation		90% of account Creation charge	Nil
Hardware Products				
11	3G Data Card Hardware	On Minimum purchase of 10 product at a time	Upfront Discount @ 8% on Sale Price	Nil
12	2G Data Card Hardware	On Minimum purchase of 10 product at a time	Upfront Discount @ 8% on Sale Price	Nil
13	Black Berry Hand set	On Minimum purchase of 5 product at a time	Upfront Discount @ 8% on Sale Price	Nil
14	CDMA NIC Card / EVDO Card / IFWT/FWT/EVDO router/EVDO Wi-Fi	On Minimum purchase of 5 product at a time	Upfront Discount @ 8% on Sale Price	Nil
15	CPE for outright purchase (Wi-Max)	On Minimum purchase of 5 product at a time	Upfront Discount @ 6% on Sale Price	Nil
Ad-On Products				
16	Pre-paid to Post paid plan conversion	Pre-Paid to Post-Paid GSM/CDMA/Blackberry service etc.	Nil	50% of FMC subject to max. of Rs. 150/- after payment of 1st bill.
17	Any Technology Migration	2G to 3G and Vice-versa, CDMA to GSM or Vice-Versa	Nil	Nil
18	VAS	2G GPRS/ MMS/UMS/ EDGE, CDMA UMS/VMS	Nil	Nil
RCVs & TOP-UPS Products				
19	All Top-up Vouchers / Flexi Top-up / STV (Special Tariff Vouchers)/ RCV (Recharge Vouchers) / C-TOPUP		Discount @ 5.5%	Nil
Note A Commission on submission of Customer Application Form (CAF)				
Note B Commission @90% of Fixed Monthly Charges (FMC) of the lowest FMC during the last 6 months or Rs.500/- whichever is less to be paid in two installments i.e.45% of the FMC in the 1st Installment after activation & balance in the 2nd installment after 6th month				
Note C 90% of Plan voucher or Rs.100/- whichever is less (Discount). For special plans where commission/discount is specified, the same is applicable.				
Note D To be Paid in two installments i.e.45% of the FMC may release as 1st installment after Activation and balance 45% of FMC as 2nd installment after 3rd month bill paid by Subscriber				
Note E 90% of Plan charges (assume Rs.20/- in case of CDMA out of SKU (SIM + Activation) worth Rs.40/-) i.e. Rs.16/- after service tax				
Black Berry Post-Paid / Pre-Paid - The Franchisee will get only one commission for Black Berry activation/migration, under 3G/2G post-paid or prepaid plan no separate commission is payable. i.e. either 3G/2G general plan activation or Blackberry activation is to be paid				
Discount/ Commission on C-TOPUP/ recharge to PCO Operators / DSAs/ BAs/Retailer/ shall be 75% of Franchisee's Discount/ Commission				
Discount/ Commission on C-TOPUP/ recharge to Rural Distributor shall be 90% of Franchisee's Discount/ Commission				
For e-Distributor Discount / Commission is 85% of Primary Franchisee's Discount / Commission, subject to maximum 4.5%				
Discount / Commission will be applicable to Post Office / Large Retail Chain shall be at par with Franchisee Discount/ Commission				