

Sales & Marketing-CM
219, Eastern court
Corporate Office, New Delhi-1
Tel No 23326544, Fax 23326545
ddg_sales@bsnl.co.in



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

27-10/ 2015-S&M-CM/18

Dated: 26.05.2015

To

Chief General Managers,
All Telecom Circles/Districts
BSNL.

Subject: New Trade scheme for channel partners

To give impetus to SIM sale & revenue and to motivate channel partners new Trade scheme for channel partners, based on the suggestions/feedback from field units, has been approved by the competent authority for three months wef 01.06.2015. The new Trade scheme for channel partners is as under:-

1. For POS:- (Retailers/DSA/RD/RDs retailers)

S. No.	No. of SIM activation during month	Incentive payable per SIM at flat rate to POS
1	1-7	@ Rs.15
2	8-15	@ Rs.18
3	16 & above	@ Rs.20

For example, if a POS sells say 14 SIMs in a month then he will be eligible for $14 \times 18 = \text{Rs.}252$

2. For Franchisees:-

S. No.	No. of SIM sold during the month by retailers	No. of retailers	Rate per SIM selling retailer to be paid. to franchisee		
			For the increase in no. of POS by 0%-50% w.r.t. 31.3.2015	For the increase in no. of POS by 51%-100% w.r.t. 31.3.2015	For the increase in no. of POS by more than 100% w.r.t. 31.3.2015
1	4 to 6	X	40	60	80
2	7 to 10	Y	80	100	120
3	11 & above	Z	100	120	140

Eligibility for a franchisee for incentive - cut-off of 80, 50 & 30 SIM selling retailers in a calendar month in Type-A, Type-B & Type-C franchisee territory respectively.

e.g. if a franchisee of category of A which had 75 SIM selling POS in March'2015, now sells SIMs through 130 retailers (X=50, Y=30 & Z=15 and remaining 35 are selling less than 4 SIMs) then incentive payable will be $60 \times 50 + 30 \times 100 + 15 \times 120 = \text{Rs.}7800/-$

3. **For RD:** - To incentivize RD, RD will get additional Trade scheme incentive @ Rs. 5/- per SIM on achievement of cut-off of 10 Nos. of SIM activations through his retailers.

Following are the terms & conditions for Trade scheme benefit:-

- 1- The scheme will be valid on activation of prepaid mobile connections.
- 2- The benefit of Trade Scheme will be given for new connections i.e. on sale of SIM. No commission shall be given when the plan vouchers are used for migration purposes or for increasing validity only.
- 3- For the Trade scheme benefit first top-up/STV/Data STV of minimum Rs. 35/- (inclusive of service tax) shall be mandatory and this should be done within 30 days of activation.
- 4- First top-up/STV/Data STV of minimum Rs. 35/- shall be in addition to FRC.
- 5- Trade scheme benefit shall be paid in the form of C-top-up value only.
- 6- Channel partners should get their incentive online by 15th of next month positively. Amount of incentive should be informed to concerned channel partners by SMS. Concerned BSNL officials should be held responsible for failure to adhere above instructions.
- 7- SIM sales of individual will be counted. For example if 10 SIMs are sold in same name/company, same to be taken as one for the purpose of this scheme.
- 8- In case of bogus activations found if any, trade scheme benefit may be recovered from channel partners.
- 9- Any FOS graded incentive except fixed incentive mentioned under para-7(a) of FOS guidelines issued vide this office letter 27-9/2015-S&M-CM/9 dated 26.05.2015 shall not be applicable during trade scheme period.
- 10- For MNP connections, no trade scheme benefit shall be applicable.
- 11- FRC loading RD/DSA/retailers/RD retailers will be eligible for trade scheme incentive.
- 12- For trade scheme benefit, first electronic event like FOS alert/CAF data entry/activation etc. may be taken into account and trade scheme benefit shall be paid after successful activation/mandatory recharge condition etc.
- 13- First call condition after activations shall be mandatory for eligibility of Trade scheme. First call condition may be first voice call/data activity or any other activity initiated by customer other than tele-verification call.
- 14- The above Trade scheme will replace the existing Trade scheme if any & shall be implemented by Circles with effect from 01.06.2015 for three months.

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

Copy to: Sr. GM (Dev) ITPC Hyderabad