

Sales & Marketing-CM

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भारत संचार निगम लिमिटेड
BHARAT SANCHAR NIGAM LIMITED

No. 36-1/2009-SM-CM

Date: 08.02.2011

To,

The Chief General Manager,
All Telecom Circles/Districts
BSNL

SUB: - Printing of mobile recharge coupons through ITC franchisee- By circles

In some of the telecom circles, exclusive and willing ITC franchisees having good performance in terms of business were allowed for printing/marketing/selling of recharge vouchers/C-TOP-UP of up-to Rs. 500 denomination at the rate of Rs. 0.53 per RCV/TOP-UP card with the following conditions:-

1. ITC franchisees those were already meet the precautions for security, safety and confidentiality of data as per BSNL guidelines.
2. Performance criteria for ITC franchisee of 4 crore/annum.
3. Printing of most commonly used mobile top-up cards/recharge coupons of denomination 500 and below.
4. Using BSNL format and guidelines & logo etc.

The tender for printing are being done by respective telecom circles and the rates are different in different circles. The printing cost has also been lowered down since 2009 from the prevailing rate of 0.53 paise per RCV/C-TOP-UP.

In view of above the competent authority has approved the following:-

“The telecom circles are authorized to finalize the printing rate and quantities of recharge coupons/C-TOP-UP cards to be printed through ITC franchisee on need basis. The Printing/marketing/selling of recharge coupons/C-TOP-UP cards may be done through willing ITC franchisee with other terms and conditions as above.”



(Upendra Bakolia)
DGM (Sales & Mktg.-CM)