

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)

No. 27-9/2015-S&M-CM/9

Dated: 26.05.2015

To

The Chief General Managers,
All Telecom Circles/Districts

Subject: Revised guidelines regarding Feet On Street (FOS) in BSNL

Kindly refer to this office letter no 19-1/2014-S&M-CM/5 dated 15.04.2014 vide which guidelines regarding Feet On Street (FOS) in BSNL was issued. It is observed that inspite of FOS incentive SIM sale has not increased as expected. During franchisee meeting held on 21.4.2015 at BSNL CO it was also emphasized by Director (CM) that SIM sale/ revenue should be increased.

In view of above, competent authority has approved the revised guidelines for FOS incentive for the FY-2015-16 i.e up-to 31.3.2016 as mentioned below:-

1. FOSs will be selected by Franchisee in consultation with BSNL and will be tagged in C-Topup system as well as in the Sancharsoft system to the Franchisee of respective territory.
2. FOSs will be appointed in those franchisees territories, where RDF (RD attached with franchisee) is not available.
3. There will be one FoS per 150/100/60 recharge/top-up loading retailers for class-A/class-B/class-C Franchisee territories respectively.
4. Number of justified FOS shall be fixed with respect to no. of POS as on 31.3.2015. and shall remain unchanged during the financial year except for change in Policy by the corporate office.
5. Duties and responsibilities of FOS:-
 - a) to deliver BSNL products/ Marketing material/SIM to retailers (POS) as per directions from franchisee.
 - b) to check & collect CAF from POS within the scheduled time frame.
 - c) to apprise POS about BSNL products & tariffs as well as collecting their feedback in a predefined format.
6. Franchisee will deposit CAF after affixing his stamp & signature to BSNL designated official at CAF DESK, within 24 Hrs excluding holidays.

7. **Incentive for FOS:-**

a) **FIXED PART:-** FOS incentive @ 3000/-per FOS/ per month to franchisee will be applicable subject to condition that minimum commitment of 1000 SIM for Type-A, 600 to Type-B & 250 to Type-C franchisee territories is achieved by the franchisee. This will be paid in the form of C-top-up value.

e.g. if any franchisee of Type-B terr. has 4 Nos. of FOS and activates 650 SIMs then he will be eligible for $3000 \times 4 = \text{Rs. } 12000/-$

b) **VARIABLE PART:-** Monthly Performance based incentive shall also be applicable for FOS as per following slabs :-

Rate of monthly performance based incentive (Per SIM in Rs.)	Slab for SIM sale for different Franchisee Territories		
	Type-A	Type-B	Type-C
Nil	200	150	100
6	200-350	151-250	101-150
8	351-500	251-350	151-200
10	More than 501	More than 351	More than 201

c) Monthly Bonus payment @ Rs. 500/- per additional 500/350/200 connections for Type-A/B/C territories respectively will be paid

d) There will be negative incentive for delayed submission of CAF @Rs.2/- per CAF for delay > 24 Hrs excluding holidays.

8. FOS incentive shall be given online directly to franchisees in the form of C-top-up value.

9. The scheme shall be implemented wef 01.06.2015 for FY-2015-16.

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

Copy to:- Sr. GM(Dev), ITPC, Hyderabad.