

Sales & Marketing-CM

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

No. 27-4/2016/S&M-CM/45**Dated: 10.11.2017**

To,

The Chief General Managers
All Telecom Circles / Districts
BSNL

Subject: "CM-Sales & Distribution Policy-2018" of BSNL

Please find enclosed herewith the "CM-Sales & Distribution Policy-2018" of BSNL containing four parts as mentioned below:-

1. Franchisee Sales & Distribution Policy.
2. E-Distributor Policy.
3. DSA Policy.
4. Rural Distributor Policy.

This is in super-session of the earlier "CM-S&D Policy-2012". The CM- Sales and Distribution Policy-2018" will be effective from 01.01.2018. The Policy document is for internal circulation only.

Existing Franchisees are to be migrated as per migration eligibility criteria to work under the new policy guidelines. Hence all circles/districts are therefore requested to complete the migration process well in time. Format for EoI / Agreement for franchisee-ship under CM-S&D Policy-2018 will be issued shortly.

Encl.: - CM-S&D Policy-2018


(KARTIKEYA SINHA)
Jt. GM (Sales-CM)

Copy to: -

1. PS to CMD, BSNL CO, New Delhi
2. PS to All Directors, BSNL Board.
3. GM (Taxation)/ GM (Fin-CM)/ GM (CA)/ GM (ERP), BSNL CO, New Delhi
4. All SSA Heads, BSNL
5. IFA of Circles/Metro Districts/SSAs