

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. 19-1/2009-Sales & Mktg.-CM

Date: 14. 10 .2009

To,

The Chief General Managers,
UP (East)/ Maharashtra/ Andhra Pradesh/ Tamil Nadu/ Rajasthan/ Karnataka/
Kolkata Telephones/ Punjab/ UP (West)/ Kerala/ Haryana/ Uttaranchal

Subject: Field launch of Project Vijay

As per letter no 19-1/2009-Sales & Mktg.-CM, it was requested that:

1. Franchisee Managers be made exclusive
2. Appointment of required no of FOS should be completed by the franchisee, failing which a warning letter should issued.
3. Certification by Franchisee Managers (with signature) regarding number of FOS actually working for the franchisee, and number of beat plans being adhered to.

Compliance in this regard has not yet been received. It is requested that compliance in this regard may please be provided by Oct 15th 2009 to this office for North and West zone circles, and to Mr Bijoyananda Mishra's office (GM Products and Pricing – Consumer Mobility) for South and East zone circles, along with a copy to M/s BCG.

Further, you are kindly requested to ensure the following in your circles:

1. Access to Sancharsoft may be provided to all SSA sales heads, Franchisee Managers and Retailer Manager Coordinators by 15th Oct 2009.
2. Sancharsoft now has the facility to input details regarding field launch. It is requested that all these details be updated in Sancharsoft by 15th Oct 2009:
 - a. Franchisee to update FOS details (Name, contact no) and map FOS to the retailers being served by the FOS
 - b. SSA to create Sancharsoft logins for Franchisee Manager and Retailer Manager Coordinator.
 - c. Franchisee Manager to verify FOS details entered by Franchisee and approve FOS
 - d. Retailer Manager Coordinator to update Retailer Managers' details and map Retailer Managers to the retailers they have been assigned
 - e. Retailer Manager Coordinator to input (with assistance from data entry operator) basic information regd Retailer Manager visits on a daily basis
3. Franchisee Managers should ensure that at least all Class A and B retailers assigned to a Franchisee are being supplied material by the Franchisee FOS by 20th Oct 2009. This should reflect in Sancharsoft in the form of secondary sales to

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all Class A and B retailers and should be certified by the Franchisee Managers in writing.

4. In the start of the field launch phase, all Retailer Manager Coordinators should ensure the following by 20th Oct 2009:
 - a. Retailer Managers should have covered at least all Class A and B retailers in their area at least once
 - b. All retailers visited by the Retailer Manager have a CTOP-UP SIM attached to their BSNL franchisee. If that is not already the case, the Retailer Manager should ensure CTOP-UP SIM CAF is filled by the retailer and CTOP-UP SIM attached to the franchisee is supplied to the retailer.
 - c. Retailer Managers should ensure that any retailer in their area (especially Class A and B) who is not getting BSNL material is immediately supplied their requirement by the coordinating with corresponding Franchisee FOS of the area. This is to be coordinated with the help of the Retailer Manager Coordinator and Franchisee Manager.

Retailer Manager Coordinators will need to certify all of the above requirements with signature by 20th Oct 2009.

It is kindly requested that compliance on all the above points may be provided to this office for North and West zone circles, and to Mr Bijoyananda Mishra's office (GM Products and Pricing – Consumer Mobility) for South and East zone circles, along with a copy to M/s BCG.

With kind regards.

(Indrajeet S. Khanna)

GM (Sales and Marketing) – Consumer Mobility

Copy to:-

1. Director (CM)
2. GM (P&P)-CM