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

No.: 24-22/ 2009 – NWO (CFA) / IN

Dated:14.9.2010

To,

**The Chief General Manager
All Telecom Circles/ Metro Districts**

Subject: - Sale of IN prepaid cards through Post Offices.

Kindly refer to the meeting held on 25.08.2010 in BSNL CO, minutes of which were issued vide letter dated 30.08.2010 of this office. One of the issues deliberated in the meeting was to find new markets for IN prepaid cards. It is understood that one of the reason for drastic fall in sale of Prepaid IN cards (from more that 300 Crore in year 2008-09 to 160 Crore in year 2009-10) is saturation of existing market due to proliferation of Mobile services (mainly prepaid) in these areas. One of the measures suggested by Maharashtra and other Circles is to use Post Offices for distribution of prepaid cards especially in Semi Urban and Rural areas where Tele Density is still low and BSNL owned distribution network is not in place.

Dept. of Post has a huge infrastructure of about 1.5 Lakh Post Offices, of which 1.39 Lakh are in rural areas. Post Offices are already doing various activities such as collection of public utility bills, sale of application forms, surveys through postmen, address verifications, collection of loan applications etc through their huge network. BSNL is already having arrangement with Post Offices for collecting BSNL phone bills. Similarly, Post Offices may be engaged proactively in marketing and sale of prepaid IN cards also.

You are requested to take necessary action, for exploring and utilizing the distribution network of Post Offices to increase the sale of Prepaid IN cards. The commission structure for Post office has already been communicated vide letter no 64-86/09-S&M-CFA-(Pt-I) dated 13-7-2010 of NWP-BB-CFA Wing of Corporate office. The necessary compliance report must reach this office by 25.10.2010.

**(Sanjay Kumar)
DGM (NWO-II CFA)**

Copy to: GM(BBP-CFA),BSNL CO