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

No: 64-106/S&M-CFA/2010

Dated: 03.06.2013

To
Chief General Managers
All Telecom circles/ Telephone districts

Subject: Regarding Offering Integrated franchiseeship to existing interested CM franchisees for additional CFA business

The exercise undertaken by BSNL for appointment of exclusive CFA franchisees, which was envisaged for boosting the sales of CFA products like Landline, Broadband, IN products etc. received a very lukewarm response from the market. In view of this BSNL took a decision to explore the possibility of handing over additional CFA sales work to the already established and working CM franchisee network. In this regard Management committee of the BSNL board has approved the following:

- 1) To offer interested existing CM franchisees additional CFA business to become integrated (CM & CFA) franchisee, for analogous and vacant CFA franchise territories, by signing a separate agreement and submitting the required Performance Bank Guarantee.

As per **Section C- Clause XI** of draft EOI document for appointment of exclusive CFA franchisee, the franchisee ship shall initially be for a period of three years from the date of execution of agreement and is subjected to review of performance as prescribed by BSNL. The agreement can be further extended by one more year on mutual agreement basis.

- 2) Additional amount of Performance Bank Guarantee (PBG) required (In addition to the PBG taken for CM franchisees) to be deposited by existing CM franchisees to become integrated (CM & CFA) franchisee is as follows:

Territory	Amount of PBG
Class – A	Rs 1 Lakh
Class – B	Rs 0.5 Lakh
Class – C	Rs 0.25 Lakh

- 3) In case only one CM franchisee is interested in a single CFA franchisee territory, the same may be allotted. However in case of multiple CM franchisees request for a single CFA franchisee territory, the formula already approved for CM franchisee territory look after arrangement may be adopted for selecting single CM franchisee for appointment as CFA franchisee.
- 4) The integrated (CM & CFA) franchisee may be given look after of nearby CFA territory in case it is vacant and till the vacancy is filled up.
- 5) CM franchisee opting to become integrated (CM & CFA) franchisee may be allowed to use office space they are currently using.
- 6) Payment of commission of CFA product sales may be made as free C-TOPUP equivalent to the commission instead of commission payment through ECS/Direct credit to account/ cheque.
- 7) Franchisee should be allowed to book new landline/broadband connections online using CDR terminal.

Point 6 and 7 stated above may be implemented after proper logistics are worked out. Till that time commission payment procedure being followed in existing CFA franchisee agreement may be implemented i.e. franchisees have to submit their claim, which gets approved by competent authority and commission paid through ECS/Direct credit to account/ cheque(As contained under **Section B (4) Clause L** of draft EOI document for appointment of exclusive CFA franchisee).

All field units are requested to undertake the activities as outlined above to rope in interested CM franchisees so that sufficient number of franchisees can be appointed to boost the sales of CFA products.



(A. K. Jain)
Sr. GM (NWP-BB)

CC: CMD & all board directors for kind information please.