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

No. 27-9/2014-S&M-CM/5

Dated: 23.01.2015

To

The Chief General Managers
All Telecom Circles / Districts
BSNL

Sub: Reduced SIM cost and increased CAF commission to franchisees during festive season.

Ref:- This office letter no. 27-9/2014-S&M-CM/2 dated 07.08.2014

To give impetus to sale of SIMs during festive season & to motivate channel partners a promotional offer of reduced SIM cost and increased CAF commission to franchisees was issued vide letter under reference for the period from 15.08.2014 to 31.12.2014, which has expired on 31.12.2014.

Competent authority has approved the extension of the scheme issued vide letter under reference for the period of three months w.e.f. 1.1.2015 to 31.3.2015 as follows:-

1. Cost of Normal SIM has been reduced from Rs. 15/- to Rs. 10/- to franchisee keeping price for customers at Rs.20/-, hence upfront commission to franchisees has been increased from existing Rs. 5/- to Rs.10/-.
2. The CAF commission to franchisee has been increased from Rs.4/- to Rs.20/-. The component of retailers and FOS will remain unchanged. Commission on account of CAF for DSA and RD will also remain unchanged.

It is requested to give wide publicity to the scheme among franchisees and all out efforts be made to acquire maximum number of new connections during the scheme period.

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