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

13Th November, 2013
BSNL/EB-II/ CP/2013-14

The CGMs
All Telecom Circles/ Metro Districts

Subject: Authorizing existing BSNL franchisees/DSA's belonging to fixed and mobile verticals to sell ILL, VPNoBB, datacards etc. to Silver category customers.

Silver Channel Partners were empanelled in majority of the circles as per recommendations of BCG to acquire business from silver category of enterprise customers. However, it was observed that channel partners have not been able to generate the business as was expected at the time of formulation of this policy.

In order to give flip to the enterprise business from silver category of customers, the competent authority has decided that all existing franchisees/DSA's belonging to fixed and mobile verticals may be authorised to sell ILL, VPNoBB, datacards etc. to silver category enterprise customers up-to the permitted discounted rates for Platinum and Gold customers within the delegated powers to the heads of circles. However, they should be refrained from acquiring business from Platinum and Gold category of customers. Accordingly necessary action may be taken in your circle.

The above scheme will be on experimental basis for a period up-to 31-03-2014 after which it will be reviewed. A report as per annexure may be sent to this office in the first week of every month from January 2014 onwards.

(Rajesh Kumar)
Addl.GM (EB-II)

Annexure

Name of Circle: _____

Report for the month: _____

No of Franchisees/DSA's in the circle	No of Franchisees/DSA's generating business from Silver customers	Amount of business generated from silver customers by existing BSNL franchisees/DSA's (in Rs.)	Break up of business generation service wise (in Rs.)