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

No. 27- 18 /2011-S&M-CM/21   Dated: 16.11.2012

To

    The Chief General Managers
    All Telecom Circles/Districts
    BSNL

Sub: "Trade Scheme" and Incentive to Franchisee (for addition of active retailers) for the financial year-2012-13

    To give impetus on sales for FY-2012-13 and to motivate Retailers/DSA/RD, competent authority has approved the following Trade Scheme and incentive to franchisee (for addition of SIM / RC selling retailer) for the FY 2012-13. This Trade scheme shall supersedes the existing Trade scheme w.e.f. 1st December 2012.

A. Trade Scheme :

    Either of the following options can be chosen in a month by the circle at any point of time at its own discretion. Only activations that have done a minimum first top up of Rs 50/- shall be taken into account for trade scheme purposes.

Option – I (for a period of one month at a time)

    1) For Franchisee:

        This Trade Scheme may be given to those franchisees that have done minimum activation of 400, 200 and 100 per month for Type A, B and C respectively.
        SIMs equal to no. of activation beyond the minimum activation as defined above shall be given free of cost .For example if a franchisee of "A" category has done 800 activation then he will get Free SIM equal to (800-400) = 400 in the subsequent month.

    2) For DSA/ retailer:
        Graded incentive for SIM activation with minimum recharge of Rs.50/-

No. of SIM activation during month	Amount in Rs. per SIM activation
0-2	Nil
3-10	5
11-20	6
21-50	7
51 and above	8

    3) RD will be given an incentive @ Rs. 3/- per SIM activation beyond 10 activations during trade scheme period for facilitating rural retailers.

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Option – II (for period of maximum 7 days at a time in a month)

1) DSA/Retailers will be paid @ Rs.10/- for each activation above the minimum 5 activation for example if a retailer has done 8 activation during the trade scheme period he will get (8 – 5) 3*Rs.10/- = Rs. 30/-.

2) Franchisee will be paid @ Rs.8/- for each activation done by the retailers beyond the 5 activation. For example if a franchisee has 300 retailers and 100 retailers are activating more than 5 SIMs contributing total 730 activations. Franchisee will get benefit of the trade scheme from the activation done by these 100 retailers beyond 500 activations that is the franchisee shall get Rs (730-500)*8 = Rs.1840.

3) RDs will be given additional incentive @Rs3/- per SIM beyond 10 activations during trade scheme period for facilitating rural retailers.

Periodicity and launching of Trade Scheme shall be decided by circle, but it should not be more than six months for option I and six weeks for option II in a financial year & circles may choose either of Option-I or Option-II at a time. No scheme shall run continuously for two periods, a gap may be provided after each trade scheme.

B. Incentive to franchisee for addition of SIM / RC selling retailer:

It is observed that the active retailer base for selling SIM and TOP UP Vouchers are declining on month to month basis. Therefore following incentive plan shall be applicable in case of Franchisee for adding the SIM and TOP UP/STV selling retailers.

1. Net addition of SIM selling active retailers during the month above the peak active retailers from April-2012 to last month, will be paid on graded basis as follows:
@ Rs.100/- per addition of retailer up-to 5 per month.

@ Rs 200/- per addition of retailer 6 and beyond per month.

2. Net addition of active RC/C-top-up selling retailers during the month above the peak active retailers from April-2012 to last month, will be paid on graded basis as follows:
@ Rs.20/- per addition of retailer up-to 5 per month.

@ Rs 40 per addition of retailer 6 and beyond per month.

Trade Scheme and franchisee support shall be applicable for migrated / appointed franchisees under CM-S&D policy 2012 only and the scheme amount shall be paid in the form of ctop-up value.

This Trade scheme as well as incentive for addition of active retailers shall be applicable initially up to **31.03.2013** on monthly basis.

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