



No.40-1/2008 –Sales (Pt.-I)

dated: 17.06.2009

To,

The Chief General Managers
All Telecom Circles /Districts
BSNL

Sub: - Procedure for handling of de activated SIMs to channel partners.

A case regarding handling of de activated SIMs received from Andhra Pradesh Telecom Circle vide letter no. TA/Sales/1-7/06-07/119 dated 21-02-2009 was under consideration in this office.

The situation of deactivated SIMs lying with channel partners may be arising due to franchisees sometimes purchase more SIMs at a time to get higher upfront commission and without adequate marketing effort end-up with a lot of de activated/expired SIMs.

In order to avoid the above situation, the following preventive measures may be taken by the Marketing/ Sales Cell of the Circles-

- a) While issuing SIMs to channel partners, the average number of SIMs activated during the last 3 months may be taken into consideration and accordingly the SIMs may be issued.
- b) Circle marketing wing should scientifically determine the ordering quantity and the re-order level so that no such wastage occurs due to expiry of SIM.

Following is issued with the approval of competent authority:

- 1) CGMs are authorized to replace the unsold SIMs available with channel partners as a one-time measure. All cases of unsold SIMs should be settled by 30th Sep'2009 positively.
- 2) The unsold SIMs available with channel partners may be replaced with new SIMs and upfront commission already paid may be adjusted from the commission payable for the replaced SIMs.
- 3) In order to recover the cost of SIMs and handling charges a sum of Rs. 25 per SIM will be recovered additionally.

(Upendra Bakolia)
DGM (Sales)