



No.14-2/2009 -Sales

26.06.2009

To,

The Chief General Managers
All Telecom Circles/ Districts
BSNL

Sub: Meeting with Franchisee- reg.

A meeting with 'National BSNL Franchisees Association' was organized on 25.06.2009 in BSNL Corporate Office at 9th floor Conference Hall New Delhi. In the meeting CMD BSNL was very much concerned about decreasing market share and revenue of BSNL from all the services like Landline, WLL, PCO and even GSM. CMD BSNL has informed that BSNL has issued 100 days action program inline with the 100 days program of Government of India covering Brand building, Customer Care and Sales and Distribution aspects of BSNL. CMD BSNL cautioned that franchisees have to gear up to achieve all the targets given in 100 days action program with the slogan "**Karo yaa Maro**"

During the meeting CMD BSNL desired the following instructions should be followed scrupulously by all the Telecom Circles/ Districts.

1. All circles have to organize one meeting with the franchisees latest by 1st week of July with the following agenda:
 - All pending bills of franchisees should be settled by July end.
 - C-TOP UP SIMs should be issued to all retailers for recharge/activation, as per present policy.
 - All the unsold recharge should be replaced as per the guide line from BSNL CO issued vide letter no. 26-28/2006-R&C dated 26.12.2008.
 - 100 days targets given by BSNL CO to Circles should be distributed to franchisees judiciously with mutual discussion.
 - A presentation of 'Sanchar-Soft' should also be arranged at circle level. Implementation of 'Sanchar-Soft' should also be completed for all the franchisees, their retailers and all other channel partners. A terminal should be extended to all the franchisees on BB-VPN as per the S&D Policy 2006. Computers will be arranged by the franchisees themselves.

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

- All local issues of the franchisees like termination of franchisee-ship, Service Tax payment issues, VAT issues etc. should also be discussed and settled within a mutually agreed time frame.
2. A meeting with GMs (Mktg. / Sales) of all the Circles will be held in mid of July at BSNL CO, compliance of above all points must reach this office before the meeting.

(Upendra Bakolia)
DGM (Sales)

Copy to:-

1. GM (Mktg./Sales) of all Telecom Circles/ Districts
2. Sh. Shankar Gupta, Chairman National BSNL Franchisee Association.