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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/2

Dated: 07.08.2014

To  
The Chief General Managers  
All Telecom Circles / Districts  
BSNL

**Sub: Rationalization of SIM cost and increased CAF commission to franchisees during festive season.**

To give impetus to sale of SIMs during festive season & to motivate channel partners, competent authority has approved following for the period from 15.08.2014 to 31.12.2014.

1. Cost of Normal SIM has been reduced from Rs. 15/- to Rs. 10/- to franchisee keeping price for customers 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)