

Sales & Marketing-CM
219, Eastern court
Corporate Office, New Delhi-110001
Tel No.: 011- 23326544, Fax 23326545
Email: salescmhq@gmail.com



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

No. VAS-3/Open Wallet /2017

Dated: 20.09.2017

To,

Chief General Managers
All Telecom Circles/ Districts
BSNL

Subject: Selling of products through MobiCash M-Wallet & SpeedPay Prepaid Card under Open Wallet policy - reg.

Reference:-

- 1) No. VAS-3/Impl of M-Wallet with SBI/2015/Vol-I dated - 25.07.2017
- 2) No. VAS-34/M-Wallet/PNB-2014 dated - 01.08.2017


Kindly refer to the above referred letters, wherein it was requested to your office to ensure On-boarding of Franchisee and Retailers for selling of product through MobiCash M-Wallet/ SpeedPay Prepaid card.

2. It is expected that PGM/ GM in-charge of Sales and Marketing of Circle has communicated the business advantages of doing M-Wallet business to Franchisee/ Retailers either by interaction or by holding meetings. As the PGM/ GM in-charge of Sales and Marketing of Circle has been nominated as nodal officer for this project, it is their responsibility to get the Retailers on-boarded.

3. During the review by CMD, BSNL dated 14.09.2017, following decisions have been taken to increase penetration of the MobiCash M-Wallet/ SpeedPay Prepaid card and meeting the aspirations of Digital India:

- a) All efforts should be made to sell at least 10% of C-Topup through MobiCash M-Wallet/ SpeedPay Prepaid card.
- b) Franchisee shall enrol at least 50% of their retailers by December 2017.
- c) Franchisees/ retailers should be educated through FM/ RM visit, that they should do at least one transaction through MobiCash M-Wallet/ SpeedPay Prepaid card.

This is for your information and necessary action please.


(KARTIKEYA SINHA)
Jt. GM (Sales-CM)
20/09/17

Copy to: -

- 1) Director (CM), BSNL Board, for kind information please.
- 2) GM (VAS), BSNL CO, for kind information please.
- 3) M/s Triotech, for kind information please.
- 4) M/s Pyro, for kind information please.