

डॉ. एस. ज्योति शंकर आई टी एस

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GENERAL MANAGER (EB / S&M CM), BSNL KERALA TELECOM CIRCLE

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भारत संचार निगम लिमिटेड

(भारत सरकार का उपक्रम)

BHARAT SANCHAR NIGAM LIMITED

(A Govt. of India Enterprise)

दूरसंचार भवन, पी.एम.जी. जंक्शन Doorsanchar Bhavan, PMG Jn.

तिरुवनन्तपुरम -695 033, Thiruvananthapuram-695 033

To

All Franchisees,

Kerala Circle

No: PV/KRL/1-13/ SSA Target/2016-18/33 dated at TVM, the 31.05.2018

Dear Sir,

Sub:-Revision of Discount / Margin to Channel partners-Action Points reg

Ref:- BSNL HQ letter No. 27-3/2918/S&M CM/6 dated 28.05.2018

BSNL has now taken a leap forward to offer highest discount/ margin of 6% on MRP for BSNL products to its channel partners. The offer is valid till 30.6.2018. The share of this 6% discount on MRP for C-TOPUP will be as below for Kerala Circle:

Product	Two tier Fr- Ret	Three Tier Fr-RD-Ret	OTF to POS
Franchisee	25%	12.5%	In addition to this the POS will be given an OTF of 4% for TOPUP sale from 100 to 399 & 6% for TOPUPs from 400 and above.
RD		12.5%	
Retailer	75%	75%	

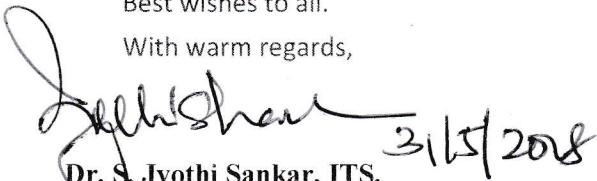
Hence the franchisee fraternity of BSNL is requested to take all out efforts to grab maximum sales during the period and to increase the revenue by utilizing this wonderful opportunity. RDs, FOS & retailers also may be intimated the offer and may be encouraged to take maximum stock and to enhance the sales.

Ensure to achieve a minimum growth of 10% in revenue and 5% in active retailer count every month. Retailers who are not selling BSNL products may be identified and at least 25 retailers may be added every month in each franchisee area. More FOS also may be appointed to ensure availability of stock and products with retailers at any point of time. Availability of BSNL tariff cards, banners, stickers etc. with retailers also may be ensured. MELAs may be conducted at main junctions, institutions, railway stations, bus stations, residential association meetings, during festivals etc. Maximum SIM activation may be generated from low traffic and newly commissioned BTS areas by conducting MELAs.

Franchisees are always the main contributors in revenue and SIM activation of BSNL and if we all join hand to hand and work hard, BSNL will definitely be able to win the competition in telecom market. Hence it is requested to take all out efforts to achieve the target by utilizing the newly enhanced discount scheme.

Best wishes to all.

With warm regards,


Dr. S. Jyothi Sankar, ITS,
General Manager (EB / S&M CM),
For Chief General Manager Telecom,
Kerala Telecom Circle, Trivandrum.

Copy for kind information to: **The CGMT, Kerala Telecom Circle**