



No. 28-1/2012-S&M-CM / 7

Dated: 27 .09.2012

To
The Chief General Managers
All Telecom Circles/ Districts
BSNL

Subject: Award / Appreciation scheme to Channel partners

To give the impetus on sale through healthy competition amongst franchisees/retailers/ DSAs and to motivate them competent authority has approved the following Award/Appreciation scheme for the best performers.

Details of the Scheme:

Duration of the Scheme: 01.04.2012 to 31.03.2013

Eligibility:

The existing BSNL franchisee, retailers and DSAs under the BSNL Sales & Distribution Policy 2012 shall be eligible to participate in the scheme. Franchisee/Retailers not migrated to S&D Policy 2012 by Dec 2012 shall not be eligible to participate in the corporate level award.

Evaluation shall be done territory wise and franchisee of the best performing territory shall be awarded.

A. On Monthly basis at SSA level:

1. Letter of appreciation for best franchisee based on the individual performance of Recharge and SIM separately as per sancharsoft data.
2. Letter of appreciation for top three retailers/ DSAs based on the combined performance of (Recharge + SIM) as per sancharsoft data. Weightage shall be 60% SIM and 40% recharge.

B. On Quarterly basis at SSA level:

1. Distribution of Memento for top three retailers on the combined performance of (Recharge + SIM). Weightage shall be 60% SIM and 40% recharge.
2. Distribution of Memento for the "Best Franchisee of SSA" on the combined performance of all five parameters as mentioned in S&D Policy-12

C. On Quarterly basis at Circle level:

Distribution of Memento for "**Best three Franchisees of circle**" on the combined performance of all five parameters as mentioned in S&D Policy-12. Letter of appreciation for best franchisee based on the individual performance of SIM only.

Sales & Marketing-CM

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

D. On Yearly basis at corporate level:

Best franchisee of circle shall be selected based on the combined performance during the year of all five parameters and will be recommended for the award at corporate level. Award function with all the best Franchisees selected by circles will be organized at the end of financial year on the world telecom day (17th of May-2013) at corporate office and "**Best Franchisee of Zone**" in all four zones will be selected based on the combined performance of all five parameters as mentioned in S&D Policy-12 for the year 2012-13 by the ECM of CM vertical.

E. Awards at corporate level:

1. A certificate of merit and memento to best Franchisees of each circle.
2. A foreign trip of 4-Night and 5 days (On 1+ 1 basis) to Singapore or Thailand or Malaysia to the best Franchisee of each zone along with one companion of the franchisee.

This scheme may be popularized during the monthly meeting with channel partners and at the end of scheme recommendation with performance details of best franchisee be sent for the award at corporate level by 30th April 2013.

(Upendra Bakolia)
Addl. GM (S&M)-CM

Copy to CMD/Directors BSNL for kind information