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

File No: 9-27/2010-P&P-CM

Dated: 25/10/2010

To

The Chief General Manager

All Telecom Circles / Districts

SUB: Appointment of DSA for the purpose of CAF collection for reverse bundling with Nokia and other handset manufacturers -reg

Sale through reverse bundling of devices is a major source of activation for all the operators. However the reverse bundling arrangement of BSNL with device vendors in general and one of the leading operators namely Nokia in particular has not proved to be successful due to the following reasons:

- Untimely delivery of SIMs.
- Non completion of mapping of Nokia retailers to the Franchisee.
- Poor activation due to non collection of CAFs by the FOS of Franchisee.

It is reported by the Circles that the Franchisees of BSNL are not taking interest to include the Nokia retailers in the daily beat of Franchisee resulting in poor activation of BSNL SIMs through this reverse bundling Channel.

In the meantime we have also entered into reverse bundling arrangement with other vendors namely M/S Micromax, Fly, Capital wireless, Olive telecom. We are also in the process of entering into arrangements with other vendors selling 3G smart devices besides the 3G data card. On the whole this reverse bundling route shall be a major segment of business for high revenue.

Keeping this in view the competent authority has decided to authorise the CGMs to work out a mechanism to improve the efficiency of this business process. Augment the CAF collection mechanism by appointing DSAs in the SSA level by forming a committee. Typically one DSA should cater to collection of 300 CAFs in a month. Thus clusters of Vendor Retailers may be formed and the DSA may be mapped to these clusters. CGMs may take suitable decision on the above depending on the field

situation. A committee in the SSA level could comprise of GM I/C of SSA as chairman, DGM I/C of mobile, DGM (F) and SSA sales head to select DSAs for this purpose.

DSA could be entrusted to a group of Retailers of reverse bundled device vendors to collect CAFs and ensure supply and activation of SIMs.


It is also requested to identify a responsible officer in S& M cell in each SSA as well as in the Circle level to handle reverse bundling sales activities. The Circle nodal officer shall interact with the vendors, allocate SIMs, account for the activation and resolve all related activities in the Circle as well as SSA level. All these activities shall be under the functional responsibility of GM S& M Consumer mobility.

The commission for the above work could be fixed up by the CGMT taking into consideration the existing commission payable towards the CAF as well as additional responsibilities proposed to be entrusted to these DSAs. The proposed Commission structure may be sent to the CO for approval by the competent authority.

The brief timelines proposed is as follows:

- Formation of SSA level Committee by 30/10/2010.
- Identification of Reverse bundling vendor clusters by 04/11/2010 and thus identifying the requirement of DSAs for this purpose. Let us start with Nokia retailers the list of which is available with the Circles.
- Submission of proposed Commission structure to CO by 11/11/2010.
- Approval by CO by 18/11/2010.
- Selection of DSAs, signing of agreement and taking SD etc by 25/11/2010.

The above modus operandi may start with NOKIA bundling and then move to other handset manufacturers and data card manufacturers for reverse bundling.


Ashutosh Gupta

DGM(PD) CM

Copy to,

M/S Nokia