



No. BSNLCO-CFAO/11(11)/7/2020-CFA

Dated: 30-09.2021

To

The Chief General Managers,  
All Telecom Circles /Telecom Districts.

**Subject: Enrolling more partners for PRI / SIP trunk and EPABX services.**

1. It has been noticed during the review meetings held with the Telecom Circles, that the business of PRI/SIP trunk and EPABX services is growing at a very slow pace. It has also been found that there is tremendous potential in the market which remained un-tapped due to lack of proper BSNL's interaction with prospective customers.
2. To improve BSNL's engagement with the customers, it is required to have more partners enrolled with BSNL to do PRI/ SIP trunk and EPABX based business. We are finding that only two partners M/s CLIXXO and M/s CORAL have been providing the services in many circles till date.
3. The instructions related to
  - a. eligible partners and on-boarding
  - b. Incentive programme for the partners have already been released by Corporate office (copy attached). You are requested to go through the same.
4. It has been decided that circles must onboard minimum three partners in each of its BA so that the customer interaction for selling and support of PRI / SIP trunk and EPABX services can be improved, which will eventually lead to increase in business volume.
5. Details of BA wise partners enrolled be communicated to the undersigned by 5<sup>th</sup> October, 2021 through mail [sipbsnlco@gmail.com](mailto:sipbsnlco@gmail.com).
6. This has the approval of competent authority.

Encl.: As above.

  
(P. Padmanabha Rao)  
DGM (CFA)