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

**Dated:19.02.2021**

To

The Chief General Managers  
 All Telecom Circles / Districts  
 BSNL

**Sub: - Modification in CM-S&D Policy-2018 after restructuring by introducing BAs (Business Areas) and OAs (Operational Areas) in lieu of SSAs.**

**Ref-1:- This office letter no. 27-4/2016/S&M-CM/45 dated 10.11.2017**

**Ref-2:- Letter no. 4-2/2014-Restg. Vol. V (Part) dated 27.08.2020**

Existing CM-S&D Policy-2018 for channel partners issued vide letter under reference is based on SSA/circle operational area.

Now after restructuring of SSAs into BAs (Business area) /OA (Operational Area), vide letter no. 4-2/2014-Restg. Vol. V (Part) dated 27.08.2020 and its subsequent communications, some clauses of CM-S&D Policy-2018 has been modified. Approval of competent authority is hereby conveyed regarding the following:-

- i. **Under section-1** of CM-S&D Policy-2018 word SSA shall be replaced with BA (Business area)
- ii. **Under section-2** of CM-S&D Policy-2018 word SSA shall be replaced with OA (Operational area)
- iii. **Under section-3** of CM-S&D Policy-2018 word SSA shall be replaced with BA except the following:-
  - a. Easy entry at OA level.
  - b. Weight age of location/place:-

Bidder belongs to	Weight-age
Same SDCA	10
Adjacent terr. Of same OA	7
Adjacent terr. Of adjacent OA of same circle/any other terr. Of same OA	5
Adjacent OA of same circle	3
Any other	0

- c. Easy exit of franchisee at OA level:-
- d. The BA head may issue order for terminating the sale to such non-performing franchisee, and look-after may be given to the adjacent franchisee of the OA ensuring 50% of total franchisee terr. of OA should remain filled at all time. Simultaneously EOI should be floated to fill-up vacant territory.
- e. Migration policy:-
  - i. All the franchisees of OA shall be ranked on the basis of % achievement of SIM sale target during FY-2016-17
  - ii. Top 80% franchisees of OA will be migrated for three years and
  - iii. Remaining 20% of franchisees of OA shall be dropped.
- . iv. **Under section-4** of CM-S&D Policy-2018 word SSA shall be replaced with BA except the following:-
  - a. BA Head will allocate connections at least on the last year percentage share by franchisees in OA & recharge target among franchisees on monthly basis based on number of BTS and class of territories. Remaining target will be allocated to other channels/sales partners.
- v. **Under section-5** of CM-S&D Policy-2018 word SSA shall be replaced with BA.
- vi. **Under DSA Policy** of CM-S&D Policy-2018 word SSA shall be replaced with BA except the following:-
  - i. Clause-9 of selection of DSA as Area of Operation: within OA
- vii. **Under RD Policy** of CM-S&D Policy-2018 word SSA shall be replaced with BA.

Based on the above modifications in the various sections of CM-S&D Policy-2018 after restructuring of SSAs into Business Area (BA)/ (OA) operational area, Circle/ District are requested to customized the EOI and agreement under CM S&D Policy-2018.

*V.K. Shanno*

**DGM (Sales & Mktg.)-CM**

**Copy to:**

1. PGM (ERP), ALTTC, Ghaziabad
2. Sr.GM (Dev), ITPC, Hyderabad
3. All Nodal Centres,
4. M/s Pyro, for Information