

Sales & Marketing-CM

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

Dated: 31.03.2021

To

Chief General Managers
All Telecom Circles/Districts
BSNL

Sub: - Modification in FRC based Trade scheme benefit to channel partners-reg.**Ref-1- This office letter no. 27-3/2018-S&M-CM/52 dated 04.12.2018****Ref:-2 - This office letter no. 27-10/2018/S&M-CM/15 dated 10.10.2019****Ref-3:- This office letter no. BSNL CO-SM-CM/23(11)/19/2020-SM-CM dated 29.09.2020****Ref:4- This office letter no. BSNLCO-SMCM/23(11)/19/2020-SM-CM dated 17.03.2021**

Vide this office letter no. 27-3/2018-S&M-CM/52 dated 04.12.2018 **(Ref-1)** a Trade scheme was issued. Subsequently the Trade scheme was further modified vide letter 27-10/2018-S&M-CM/14 & 15 dated 10.10.2019. **(Ref-2)**

The modified Trade scheme was extended up-to 31.3.2021 vide this office letter no. BSNL CO-SM-CM/23(11)/19/2020-SM-CM dated 29.09.2020. **(Ref-3)**

The Trade scheme was further modified vide this office letter under **Ref-4** in view of implementation of FRC-47.

Approval of competent authority is hereby conveyed regarding extension of modified Trade scheme benefit to channel partners for further period of three months i.e. up-to **30.06.2021** as given below:-

| Amount of FRC for SIM activation | Trade scheme benefit to channel partners i.e. SIM selling retailers/DSA/RD retailers/Franchisee |
|----------------------------------|---|
| Up-to Rs. 150 | 25% of Trade scheme benefit issued vide letter 27-3/2018-S&M-CM/52 dated 04.12.2018 |
| > Rs. 150/- | 100% of Trade scheme benefit issued vide letter 27-3/2018-S&M-CM/52 dated 04.12.2018 |

V.K. Sharma

DGM (Sales & Mktg.)-CM

Copy to:-

1. PGM (Dev), ITPC Hyderabad
2. PGM (ERP), ALTTC, Ghaziabad
3. PGM/GM, All nodal centers.
4. M/s Pyro