



Bharat Sanchar Nigam Limited
(A Govt. of India Enterprise)

(Enterprise Business-II Cell, Ph-011-23734010, Fax-011-23734012)

No: BSNL/EB-II/ CPP-2017/

Dated: 08.03.2017

Subject: “Channel Partner Policy” for enhancing Enterprise Customer base of BSNL.

1. Scope of the Policy:

For engaging an enterprise customer, several visits and regular pursuance is needed. BSNL tends to lose business at times needing more persuasion of leads constantly; this gap needs to be filled. Channel Partners are proposed in all the three categories of business i.e. Platinum, Gold and Silver covering products and services from all the three verticals.

2. Eligibility Criteria:

In order to jump start the system and the business acquisitions are taken over immediately by the partners, no special eligibility and selection criteria has been prescribed. The stream of partners in respective business verticals attached with BSNL to be offered for the empanelment as Channel Partners.

3. Selection Criteria

The interested partner of any stream EB/CM/CFA who wants to be an empanelled Channel Partner for the scheme, would need to show his intention/consent and to agree to general business rules to get enrolled as a Channel Partner in the relevant segment before being empanelled as a Channel Partner. The empanelment of such interested Channel Partners would be reviewed & renewed after a year based on the business brought by them which however, may not be renewed for non-performers.

4. Eligibility and Product Range for Operation:

4.1. For CM/CFA Products:

Franchisees, RD, DSA of CFA and CM Verticals to operate within their prescribed jurisdiction as per respective S&M Policy.

4.1.1. CM Vertical Products:

- a) Mobile Connections with Voice and/or Data
- b) Bulk Mobile CUG Connections (Prepaid/ Postpaid)

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- c) 3G Data Services/VPNo3G
- d) OBD

4.1.2. CFA Vertical Products:

- a) LL and BB Connections
- b) VPNoBB Services
- c) PRI Connections
- d) Toll Free Services/IN services
- e) Free PABX Services
- f) Wi-Fi
- g) OBD

4.2. For Core Network Products:

SIs, MNS Partners, PABX Franchisees and IDC Partners etc. of EB.

4.2.1. EB Vertical Products:

- a) MPLS-VPN services
- b) Internet Leased Lines
- c) P2P Leased Lines
- d) Video Conferencing Services (v-Sangosti)
- e) Managed Network Services
- f) Fibre /Band width Leasing
- g) Internet Data Centre Services

4.2.2. No jurisdictional restriction of booking business for National Level SIs.

4.2.3. Circle Level SIs would book business for the respective Circle of their empanelment, however can book business operable in other Circles when a part of business lies in his home Circle.

4.2.4. The leads/ business of Pan-India Platinum Customers attached to a particular Platinum Unit shall be dealt through such designated units only.

4.2.5. Exceptions if any may be considered with the consent of the CGM of other Circle(s).

4.3. The business brought by MNS/PABX/IDC Partners in their respective scope of business shall not be part of this policy.

4.4. The different partners engaged in selling and delivery of services of BSNL in all the three segments as detailed above would need to submit their intent and consent before their empanelment as Channel Partner in this policy.

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5. Commission Structure:

Category of Customer	Commission			Renewal/ next year commission*
	EB Products	CM Products	CFA Products	
CPSUs & Central Govt. (Category-1)	2%	Equal to one month net FMC#	Equal to one month net FMC @	Nil
State PSUs & State Govt. (Category-2)	4%			25% of Ist Year*
All Other except Category 1 & Category 2.(Category 3)	8%			25% of Ist Year
*The renewal commission shall be applicable for EB products only for Category 2 and 3. In category-2, it shall be payable only to the CP who brought the original Business.				
@ # For details/clarifications, the respective CM & CFA(S&M) Policy will rule if not spelled in this policy.				
# The Commission shall be doubled if a CUG is migrated from BSNL competitor’s fold.				

6. The business being done on revenue share model with the help of other partners/franchisees/service providers shall be part of above scheme only if the service provider partner, agrees for prorate matching commission as per above structure.

7. Following would be excluded :

- 7.1. Landline and Broadband Leads of less than 20 connections from a single enterprise Customer should not be entertained from Channel Partners.
- 7.2. Sale of SIMs less than 100 shall not be entertained in isolation.
- 7.3. However, if the sale of lesser number of SIMs, Landline or Broadband constitutes part of a bigger business deal, it may be included.
- 7.4. The business done with TSP/ISPs will not be part of this scheme

8. Channel Partner Responsibilities

- 8.1. Channel Partners to intimate the Leads to the concerned Channel Manager in the initial stage itself to avoid any payment claim after completing the lead. Also this will avoid duplication of business lead from different Channel Partners.
- 8.2. Although, bringing the lead, follow-up with the customer and final winning of business shall be the sole responsibility of the Channel Partner but never the less the financial quote and deal shall only be finalized by BSNL so BSNL’s sales team would remain associated with the Channel Partner at appropriate juncture.
- 8.3. It will be the responsibility of the Channel Partners to get order from customer at the rates finalized by BSNL Circle and timely realization of payment is to be ensured before payment to the channel partner is released.

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9. Lead Locking and CP management:

- 9.1. Designated KAM/NAMs to be assigned role as Channel Manager(s) for monitoring of Channel partners and to ascertain that the genuine efforts are put in bringing the business on board.
- 9.2. Without permission from Channel Managers, Channel Partners shall not use BSNL Logo for marketing activities.
- 9.3. Lead locking for a Channel Partner assigned for a customer and billing methodology for payment of commission subsequent to realization of money from the customer to be developed by ITPC.
- 9.4. The Circle ECT would necessarily co-opt the officer from CM or CFA vertical if not a part of ECT for finalization/recommendation of rates for CM or CFA business as the case may be.

10. Payment to Channel Partners:

All the business for the Telecom Services acquired from above category of customers should be brought in the name of BSNL. Commission on above rate shall be payable to the Channel Partner on the actual realized amount (excluding all taxes) on Monthly/Quarterly/Half yearly/Annual basis etc. as per agreement made with the customer. S&D Module in ERP will be modified accordingly to incorporate above payable commission to Channel Partners (similar to retail commission payment, created for CM/ CFA franchisees).

11. CGMs would be authorized to call meetings of the EB customers and Channel Partners for which they will be empowered to spend Rs. 1 Lakh for Gold and 5 Lakh for Platinum units. The maximum annual Ceiling for business promotion by CGMs may be fixed as 0.25% of the previous year’s EB Revenue of the Circle.
12. This policy would be applicable for a period of one year and supersedes all earlier directions on the subject.

(N. K. Agrawal)
DGM (EB-II)

To:

The Chief General Managers
All Territorial / Non- Territorial Circles
BSNL.

Copy:

1. CMD, BSNL
2. Director (Ent./CM/CFA/Fin/HR)
3. CS & CGM(Legal)