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Retention...



File No.BSNLCO-SMCM/23/4/2020-SM-CM

Sales & Marketing-CM
219, Eastern court
Corporate Office, New Delhi-1
Tel No 23326544, Fax 23326545
ddg_sales@bsnl.co.in



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

No. BSNLCO-SMCM/.....2020-SM-CM

Dated: 25.08.2020

To

Chief General Managers
All Telecom circles/Districts
BSNL.

Sub: Provision of retention bonus to SIM selling POS on second recharge.

Approval of competent authority is hereby conveyed regarding provision of scheme of retention bonus for all SIM selling point of sales for retention of new SIM connection sold through channel partners as given below:-

- i. All SIM selling POS shall be eligible of retention bonus of Rs. 10/- per SIM connection sold on its second recharge at any POS.
- ii. Amount of second recharge should be Rs. 100 and above.
- iii. The retention bonus scheme shall be applicable from 1.9.2020 for 90 days.

The retention bonus scheme shall be reviewed after completion of 90 days period in terms of total outflow of proposed bonus to channel partners and increase in retention of connections.

V.K. Shanno

DGM (Sales & Mktg.)-CM

Copy to: - Sr. GM (Dev.) ITPC, Hyderabad for info and n/a please,