



No: BSNLCO-EBII/16/1/2023-EB-II

Dated: 11.12.2023

To

The Chief General Managers

All Territorial and Non-Territorial Circles BSNL

Subject: The Channel Partner Policy (CPP)-2023 for Enterprise Business, reg.

The existing Channel Partner Policy was issued under letter No: BSNL/EB-II/ CPP-2017/ dated 08.03.2017 for a year, subsequently extended on 20.03.2018 and on 22.03.2019.

In order to enhance the Business opportunities of BSNL, some feedback and queries /clarifications were raised by the Circles/ field units in various forums. Existing policy has been reviewed on the basis of feedback/suggestions received from Circles and a revised Channel Partner Policy (CPP)-2023 has been approved by BSNL management on the recommendations of a committee formed for the purpose.

The **Channel Partner Policy-2023** document is attached for further necessary action and adoption. S&D Module in ERP to be suitably modified to incorporate payable commission to Channel Partners (similar to retail commission payment, created for CM/ CFA franchisees) as defined in clause 4 in this policy. Trackability of commission from registration to payment be completed in SAP module of ERP and the same be completed by 31.01.2024 and fully implemented by 28.02.2024 in all cases. For every circuit creation, a provision to be made for mapping Channel Partner in EB Portal/ CDR etc. (To be BSNL in case of BSNL own leads)- by ITPC.

The empanelment being open in nature to all eligible entities, same has been published on "www.bsnl.co.in" under '**Business Opportunity Section**' for empanelment as Channel Partner.

In order to get empanelled as Channel Partner (CP) under this policy, the eligible and interested entities need to give their Intent and Consent along with an undertaking to follow the general Business Rules for the operation of this Policy. This draft Consent Letter /undertaking to be taken from the eligible applicants is enclosed herewith, which however may be amended/appended/redrafted as per the Circle needs.

The experiences gained from the operation of this policy and details of booking of business under this policy need to be brought to the notice of Corporate Office on quarterly basis by CGMs to meet the objective of enhancing EB business.

This policy would supersede all earlier directions on the subject

(DPS Chawla)
AGM (EB-II)

Copy to:

1. PPS to CMD BSNL, for kind information to CMD BSNL.
2. PPS to Director (Enterprise/CFA/ CM/ HR /Finance) BSNL, for kind information to Directors.
3. CGM ITPC for incorporating required modifications for track ability of commission in SAP module of ERP/ EB Portal / prospective CDR system under development.



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No: BSNLCO-EBII/16/1/2023-EB-II

Dated: 11.12.2023

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 to be engaged to bring in business 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:

The stream of partners in respective business verticals attached with BSNL to be considered for the empanelment as Channel Partners. All existing partners including recently added like TIPs/ASP/SDWAN Vendors/ BA- SIs etc. shall be under the purview of the same. Also, all future partners after issuance of this policy, shall be eligible to be part of this policy. No special eligibility and selection criteria are prescribed.

For registering any CP, the consent as per **Appendix-'A'** (which can be modified by field units) is to be taken from the BSNL partners. Accordingly, the empanelment authority (Circle/ BAs/ Platinum Units) is to process the CP empanelment case for approval of CGMT. The CP details are to be entered in the EB Portal or any other relevant IT Tools by the Concerned Empaneling Authority.

3. Eligibility and Product Range for Operation:

All Channel Partners shall be eligible to bring enterprise business of any product of any Vertical Business. The tentative but not all inclusive vertical-wise product lists are as below for reference:

3.1 CM Vertical Products:

- Mobile Connections with Voice and/or Data
- Bulk Mobile CUG Connections (Prepaid/ Postpaid)
- 3G Data Services/VPNo3G
- OBD
- SIP Trunk
- All other new products that will be available in BSNL from time to time, except the exclusion list vide clause no- 3.5.

3.2 CFA Vertical Products:

- LL and BB Connections
- VPNoBB Services
- PRI Connections
- Toll Free Services/IN services

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- e) PABX Services
- f) Wi-Fi
- g) OBD
- h) FTTH
- i) SIP Trunk
- j) All other new products that will be available in BSNL from time to time, except the exclusion list vide clause no- 3.5.

3.3 EB Vertical Products:

- a) MPLS-VPN services
- b) Internet Leased Lines
- c) P2P Leased Lines
- d) Managed Network Services
- e) Dark Fiber Leasing
- f) Internet Data Centre Services
- g) ILLoGPON
- h) SDWAN
- i) MPLS Multicasting Services
- j) VSAT
- k) All other new products that will be available in BSNL from time to time, except the exclusion list vide clause no- 3.5.

3.4 No jurisdictional restriction of booking business by Channel Partners i.e. Channel Partner shall be able to bring business from Enterprise Customers on PAN India basis. However, Business booking shall be as per the jurisdiction of the concerned Circle/units only.

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

3.5 Exclusions:

- 3.5.1** Landline, Broadband, FTTH, Prepaid/ Post Paid Mobile connections shall be covered under this policy only if 10 or more connections are booked in one go from an EB Customer. However, if the sale of lesser number constitutes part of a bigger business deal, it may be included. Mobile CUG connections will be covered under this policy, if connections are ≥ 50 .
- 3.5.2** Where FTTH Connections are provided to the Central / State Governments and its agencies including PSUs, the same will not be eligible for commission.
- 3.5.3** In case of conversion of Landline/any other services to fibre, the same will be considered as existing business and hence will not be under the purview of this policy.
- 3.5.4** Business done with TSP/ISPs/ Business grabbed through tenders / Reverse auctions/ GeM Portal/ Business done with private customers but end customers are government entities / Gram Panchayat FTTH Business / Bulk Push SMS / M2M / INMARSAT etc., business already with BSNL shall not be part of this policy.
- 3.5.5** Circles are further authorized to exclude any business from the purview of this policy. Business with thin margins to BSNL can also be excluded from the purview of this policy, if the Circles so desire.
- 3.5.6** The business brought by MNS/PABX/IDC Partners/ Bulk Push SMS Partners/ SDWAN/ASPs having revenue share arrangements/agreements in their respective scope of business shall not be under the purview of this policy. However, TIPs shall be under the purview of this policy except FTTH Business even if they are delivering the same.

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DM (EB-II)

D. H. Grew
AGM (EB-II)

4. Commission Structure:**4.1 Table A:**

Category of Customer	Commission		
	EB Products	CM Products	CFA Products
(Category-1) CPSUs & Central Govt.	2%	Equal to one month net FMC	Equal to one month net FMC
(Category-2) State PSUs & State Govt.	4%		
(Category 3) All Other except Category 1 & Category 2.	8%		
<p>(i) The retention Commission (Next year & till the end of the first-time agreement) shall be 25% of the commission as detailed above.</p> <p>(ii) Renewal commission (All the New renewal MoUs signed after expiry of first MoU) shall be 50% of the commission as detailed above.</p> <p>(iii) In case of CFA/CM business, payment of one month commission shall be in two parts, half on realization of first bill and the remaining half on realization of two quarter payments.</p> <p>(iv) In OBD business, the existing commission as prescribed by CFA Unit will continue. In case of all other businesses which are delivered through partners, proportionate amount of commission will also be borne by revenue share partner, distributed between BSNL and such partner(s) in ratio of revenue collection.</p>			

4.1. Targets Assignment: Circles can assign suitable targets to CPs if so desire. As an example, Circles may initially assign minimum 20% of New First Time Business targets to CPs for tapping new EB Customers which are not on the BSNL fold or have moved from BSNL to Other TSPs. However, Circles are free to take decision on this issue.

4.2.1 Table B: Target Based Incentive: The Commission structure vide Table-A above at point No. 4.1 shall be applicable in conjunction with following target-achievements (if the targets have been assigned to CPs):

S. No.	Target Achieved	Eligible %age of Commission	CPP Payment Terms
1	≤50% of Targets	70%	(To be paid as and when due to the Channel Partner as per applicable payment process – Ref Clause-4.5)
2	>50% ≤75%	80%	To be paid after annually adjusting FY-wise achievement for final settlement.
3	>75% <100%	90%	
4	100%	100%	
5	>100% ≤ 125%	110%	
6	>125% ≤150%	120%	
7	>150%	125%	

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4.3 Maximum Commission for single Enterprise Business shall be limited to **Rs. 2Cr.** in case of Circle level Enterprise Business and **Rs. 5Cr.** in case of PAN India Enterprise Business.

4.4 The Commission can be of two types:

4.4.1 Commission over BSNL Products/ Services.

4.4.2 Commission over Non-BSNL Product/ Services: The business being done with the help of other partners/franchisees/service providers/ SIs/ MNS Partners/ PABX Franchisees/ ASPs etc. shall be part of above scheme only if the service provider /partner agree, for pro-rata matching of commission as per defined structure.

4.5 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. The commissions (on BSNL Product + on Partner's Product) are to be calculated on the "**net revenue**" of BSNL i.e., after deducting all other out-goes, viz. - All Government Taxes, GST, License fees, levies etc. as applicable from time to time on the products/services.

4.6 Commissions are to be paid after actual realization as per the payment terms /payment frequency of the Customer i.e., Monthly/Quarterly/Annually etc. No advance is to be paid to CPs even if customer has paid to BSNL.

4.7 The payment to the channel partner to be paid within 3 months of completion of project as defined in 4.6 above.

4.8 S&D Module in ERP shall be suitably modified to incorporate above payable commission to Channel Partners (similar to retail commission payment, created for CM/ CFA franchisees).

4.9 For every circuit creation, a provision to be made for mapping Channel Partner in EB Portal/ CDR etc. (may be BSNL in case of own leads)- by ITPC.

5. Channel Partner Responsibilities

5.1 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, it will avoid the duplication of leads from different channel partners.

5.2 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.

5.3 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.

5.4 New First Time Business and private business should be specifically focused by Channel Partners.

5.5 Channel Partner to follow all the New leads to be completed in a time bound manner and if the lead is not converted into business within 3 months period, Channel Manager may take

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Channel Partner Policy" for enhancing Enterprise Customer base of BSNL - 2023

decision for transferring it to another Channel Partner of BSNL, EB Team as deemed fit to materialize the business.

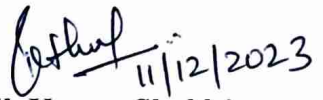
6. Lead Locking and CP Management:

- 6.1 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.
- 6.2 Without permission from Channel Managers, Channel Partners shall not use BSNL Logo for marketing activities.
- 6.3 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.

7. CGMs would be required to call periodical quarterly meetings of BSNL Channel Partners.

8. This policy would supersede all earlier directions on the subject.

This has the approval of Management Committee of BSNL Board.


(Prabodh Kumar Shukla)
DGM (EB-II)

To,

**The Chief General Managers
All Telecom Circles/Metro Districts.
BSNL**

Copy to:

1. PPS to CMD BSNL
2. PPS to Director (Enterprise/CM/CFA/Fin/HR)


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Appendix-A**Self-Declaration / Letter of Intent and Consent for the Empanelment as Channel Partner for sale of BSNL Services/ Products to Enterprise Customer(s)**

It is learnt that BSNL has come-up with a "Channel Partner Policy-2023" for enhancing its Enterprise Business and seeking the consent of interested eligible entities who are engaged with BSNL business as RD/DSA/franchisee/SI/MNS Partner/PABX Franchisee etc. for the empanelment as Channel Partner (CP). In this regard, it is submitted that:

- (i) My firm/organization/company----- (here in after called as applicant) is operating as ----- (SI/ MNS Partner etc.) of EB verticals/ (DSA/RD/Franchise / PABX Franchisee/ IDC Partner etc.) of CM/CFA Vertical.
- (ii) The applicant is interested to become Channel Partner (CP) of BSNL for sale of BSNL Services/ Products to Enterprise Customer(s).
- (iii) *That my blood relatives are not engaged in similar business for other Telecom Operators.* The applicant on appointment as CP, would abide by the *terms and conditions of the Channel Partner Policy -2023 issued by BSNL CO Circular No.- _____* (With all the amendments/modifications/clarifications in force, if any) & procedure as decided from time to time by BSNL and its officers (Channel Managers etc.) in generating and pursuing the business leads.
- (iv) It is well understood, that Enterprise Business leads are of utmost importance and has got commercial value for BSNL and would not be mis-utilized / disclosed in any form which may be detrimental to the Business interests of BSNL.
- (v) That, the products/services/tariff of BSNL are subject to modifications/changes or withdrawal even at short notice.
- (vi) That, the applicant as CP would have no right or authority to demand/claim any discount/relaxation or freebies on the tariff/structure/plan as decided or approved by BSNL for any product or service for any Customer(s).
- (vii) That, the policy is nonexclusive in nature and the CP can't claim any right to any business lead, customer, area or product etc.
- (viii) The applicant is well aware that if at any stage/juncture it is established that the applicant as CP has misrepresented BSNL and acted in a manner detrimental to the business interests of BSNL, BSNL would be free to make good its losses from the applicant without prejudice to any other legal remedies it may have.
- (ix) I have read and fully understood all the clauses, Terms & Conditions of the Channel Partner Policy-2023 and I agree to the same.

Date:

Signature:

Place:

Name:

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(Signature)
AGM (CEB-II)