

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

**No. 27-2/2019/S&M-CM/5**

**Dated: 28.01.2020**

To,  
The Chief General Manager,  
All Telecom Circles/ Telecom Districts,  
BSNL

**Sub:-** BREADS (BSNL Retired Employee Associate Distributor Sales) Policy, 2020 under CM-S&D Policy. -regd.

BREADS (BSNL Retired Employee Associate Distributor-Sales) Policy, 2020 under CM-S&D Policy aimed at addressing the shortage of direct selling agent/Sales persons and to make use of experienced BSNL VRS optees is under consideration of competent authority at BSNL CO. Meanwhile, the approval of competent authority is hereby accorded for enrolment of BSNL retired employees as "BSNL Retired Employee Associate Distributor" on following commission structure basis:-

- a) Discount/margin for Pre-Paid & Post-paid products shall be 90% of existing franchisee-retailer channel discount/commission.
- b) Discount/margin for C-top-up shall be 70% of existing franchisee-retailer channel discount/commission i.e. equivalent to existing retailers share.

In view of the above, it is requested that retired BSNL employees may be enrolled as "BSNL Retired Employee Associate Distributor". ITPC is requested to create a new category for "BSNL Retired Employee Associate Distributor" with mentioned commission structure in SancharSoft.

  
(Kartikeya Sinha) 28/01/2020

**GM (Sales)-CM**

**Copy to:-**

1. Director-CM, BSNL Board for kind info please.
2. GM (SancharSoft), ITPC Hyderabad, for kind info. and n/a please.
3. M/s Pyro, for kind info. and n/a please.