

Office of The CGM Telecom
West Bengal Circle
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भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)
BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

Intent for empanelment as “Channel Partner” for selling BSNL Services/products to Enterprise Customers.

No: BSNL/WBTC/EB/PPP/2017 Dtd. At Kolkata 06.11.2017

With the objective of increasing the customer base and enterprise business of BSNL West Bengal Circle and to utilize the channels already associated with BSNL for sales, marketing and delivery in various segments, a free and unfettered consent is invited from SIs, MNS Partners, PABX Franchisees and IDC Partners (Enterprise Vertical) and Franchisees, RD & DSAs (CM &CFA verticals) to operate in their respective areas.

The channel partners would require to identify the prospective Business & Customers and to convert such prospects (Leads) into a business order by regular visits, presentations, submissions and explaining the various services and plans to them and to convince them to bring them on board for taking BSNL services. The channel partners succeeding in garnering business for BSNL would get suitable remuneration in the form of payment of commission depending upon the category of customer, type of product(s) and volume of business booked.

The details of the scheme are available with respective Enterprise Channel Managers and all SSA/Circle Head Quarters.

The scheme is open and Non-exclusive in nature. The interested and eligible entities may give their consent in the (format attached herewith) to the office of GM (EB-MKTG) , BSNL , West Bengal Telecom Circle , 8 Red Cross Place , C.T.O Bldg., Ground Floor, Kolkata 700001. The eligible entities must submit proof that they are registered as Franchisees/RD/DSA/SI etc of BSNL.

DRAFT

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**” for enhancing its Enterprise Business and seeking the consent of interested entities who are engaged with BSNL business as RD/DSA/franchisee/SI/MNS Partner/PABX Franchisee etc. for the empanelment as Channel Partner (CP) for this policy. In this regard, it is submitted,

(i) That, my firm/organization/company-----

(here in after called as applicant) is operating as -----

----- (SI/ MNS Partner PABX Franchisee/ /IDC Partner) of EB verticals/

(DSA/RD/Franchise etc) of CM/CFA Vertical.

(ii) That, the applicant is interested to become Channel Partner (CP) of BSNL, West Bengal Circle

(iii) That, the applicant is eligible under this policy to be empanelled as CP.

(iv) That, the applicant has enough resources to channelize for the pursuance of Enterprise Business of BSNL for identifying the prospective customers and business opportunities, generating business leads and converting such business prospects (leads) in business by selling BSNL’s Products and Services to the customers as Channel Partner.

(v) That, the applicant on appointment as CP, would abide by the procedure as decided from time to time by BSNL and its officers (Channel Managers etc.) in generating and pursuing the business leads. It is well understood, that Enterprise Business leads are of utmost importance and has got commercial value for BSNL and would not be miss- utilized in any form which may be detrimental to the Business interests of BSNL.

(vi) That the applicant as CP would intimate the business leads to the concerned Channel Manager in the initial stage itself to avoid any counter claim and dispute after processing of lead in advance stages. This would also avoid duplication of efforts by other Channels.

(vii) That, the applicant as CP would abide by the Lead locking mechanism as followed by BSNL and would never misrepresent to the existing/prospective customers of BSNL against the procedure as adopted and applicable to the applicant.

(viii) That, the products/services/tariff of BSNL are subject to modifications/changes or withdrawal even at short notice.

(ix) That, the rates, tariff, scheme, offers and discounts against any product or service would be at the sole discretion of BSNL and the tariff as decided by BSNL for a business/customer can only be offered to the customer(s) by the applicant.

(x) 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).

(xi) That, the commission structure and conditions attached there to are acceptable to the applicant.

(xii) That it will be the responsibility of the CP to get order from the customer at the rates finalized by BSNL and realization of payment before payment of Commission to the CP.

(xiii) That, the policy is non exclusive in nature and the CP can't claim any right to any business lead, customer, area or product etc.

(xiv) That, the applicant is aware of the policy being temporary in nature and can be withdrawn at any stage by BSNL.

(xv) 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.

Place:

Date:

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