



## **Bharat Sanchar Nigam Limited**

**(A Govt. of India Enterprise)**

**Calcutta Telecom District**

**(Enterprise Business-II Cell)**

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

KOLTD-12/15(12)/52/2023-EB(II) KOL TD

Dated: 29.12.2023

With the objective of increasing the customer base and enterprise business of CTD, BSNL and to utilize the channels already associated with CTD, BSNL for sales, marketing and delivery in various segments, a free and unfettered consent is invited from System Integrator (SI) in all 4 Categories (National, Circle, Circle-Silver, BA Silver), SD-WAN Vendors, Application Service Provider (ASP), TIP, MNS Partners, EPABX/IP-EPABX Partners, Internet Data Center (IDC) partners.

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 HQs.

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 DGM (EB-II) CTD, Telephone Bhawan, 5<sup>th</sup> floor, 34 B.B.D Bag, Kolkata 700001. The eligible entities must submit proof that they are registered as System Integrator (SI) in all 4 Categories (National, Circle, Circle-Silver, BA Silver), SD-WAN Vendors, Application Service Provider (ASP), TIP, MNS Partners, EPABX/IP-EPABX Partners, Internet Data Center (IDC) partners.

**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: .....