

Commission-Based FTTH Booking Ecosystem



A Strategic Proposal for Large-Scale FTTH Customer Acquisition



THE CHALLENGE

BSNL STRENGTHS

- ✓ One of the largest FTTH infrastructures in India
- ✓ Strengthened fiber backbone across urban, semi-urban & rural areas
- ✓ Highly competitive FTTH tariff plans
- ✓ Superior value proposition vs. private operators in affordability



THE GAP

- Subscriber acquisition pace lags behind market potential
- Technical teams burdened with sales/marketing duties
- No dedicated customer acquisition ecosystem
- Private operators (Jio, Airtel, ACT) grow faster via decentralized sales

THE SOLUTION

Structured & Scalable **Commission-Based Outsourced FTTH Booking Model**



Dedicated Sales Partners

Local youth, CSC operators, retailers, cable ops, SHGs, retired BSNL staff



Digital Onboarding Platform

Centralized app for registration, lead tracking & transparent incentive settlement



Performance-Linked Payout

50% of first monthly bill, released only after activation + first payment realization

IMPLEMENTATION FRAMEWORK

1

Empanel Sales Partners

Local agents, franchise associates, marketing agencies, referral individuals

3

BSNL Controls Technical

Feasibility, installation, activation, service delivery & after-sales remain with BSNL

5

50% First Bill Incentive

Financially sustainable; expenditure directly linked to revenue generation

7

Grassroots Preference

Local Youth, CSC operators, retailers, SHGs, Cable operators prioritized

2

Restricted Role Scope

Lead generation, counselling, plan explanation, document collection, booking only

4

Performance-Linked Payment

Incentive released after activation + first bill payment realization

6

Digital Platform

Centralized app for onboarding, lead submission, tracking & transparent settlement

8

Circle-wise Targets

Incentive-driven campaigns for high-potential Business Areas

ELIGIBLE SALES PARTNERS



Local Youth
Entrepreneurs



Common Service
Centre (CSC) Ops



Shopkeepers
& Retailers



Cable Operators
& ISPs



Franchise
Associates



Self-Help
Groups (SHGs)



Cable Operators



Marketing
Agencies

INCENTIVE & PAYMENT MODEL

50%

of First Monthly Bill
(after realization)



Partner Books
New Customer



BSNL Verifies
& Installs



Connection
Activated



First Bill
Realized



Incentive
Paid Out

Zero upfront cost to BSNL — 100% performance-based expenditure model

STRATEGIC BENEFITS



Rapid Subscriber Growth

Accelerated FTTH additions and broadband market penetration



No Extra Headcount

Dedicated marketing force without permanent manpower liability



Compete with Private Ops

Match Jio, Airtel, ACT Fibernet's decentralized sales power



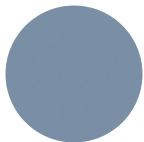
Full Infrastructure ROI

Better utilization of existing FTTH network investments



Revenue Enhancement

Significant growth in revenue through continuous subscriber additions



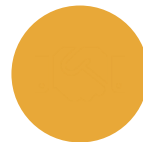
Staff Focus on Core Tasks

Technical teams freed to focus on network quality & fault restoration



Low-Risk Model

Payment only on successful customer acquisition and revenue realization



Indirect Employment

Grassroots opportunities & stronger BSNL market visibility

RECOMMENDED ROLLOUT PLAN

PHASE 1

Pilot Launch

Month 1–3

- Select high-FTTH-potential Business Areas/Circles
- Empanel initial batch of local sales partners
- Launch digital onboarding app (MVP)
- Set circle-wise targets & incentive slabs

PHASE 2

Assessment

Month 4–6

- Review subscriber acquisition data
- Measure incentive payout efficiency
- Gather operational feedback from BAs
- Refine partner eligibility & compliance norms

PHASE 3

National Rollout

Month 7+

- Pan-India expansion based on pilot outcomes
- Scale digital platform with full features
- Launch national campaign with circle targets
- Establish ongoing monitoring & settlement



Thanks

BSNL possesses the Network Strength.
What is now required is an equally aggressive customer acquisition ecosystem.

Request: Formulate & implement a policy for outsourcing FTTH booking activities through commission-based sales partners at the earliest.

*All India Graduate Engineers & Telecom Officers Associations (AIGETOA)
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