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All India Graduate Engineers & Telecom Officers Association

Central Headquarter, New Delhi
(The Recognised Association of BSNL)

(Affiliated to BMS)



Regn. no. HR/019/2018/02138

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GS / AIGETOA / 2026-27 / 22

Dated: 20.05.2026

To,

Shri A Robert J Ravi Ji,
Chairman and Managing Director,
Bharat Sanchar Nigam Limited (BSNL),
Janpath, New Delhi - 110001.

Subject: Strategic Proposal for large-scale FTTH customer acquisition through
"Commission-Based Outsourced Booking Ecosystem" - Regarding.

Respected Sir,

At the outset, we would like to place on record that Bharat Sanchar Nigam Limited today possesses one of the largest and most widespread FTTH infrastructures in the country. Over the last few years, BSNL has substantially strengthened its fiber backbone, access network and broadband reach across urban, semi-urban as well as rural areas. Simultaneously, BSNL's FTTH tariff plans are highly competitive and, in many segments, superior to private operators in terms of affordability and value proposition.

However, despite possessing strong infrastructure capability and competitive plans, the pace of FTTH subscriber acquisition is still not commensurate with the enormous market potential available before BSNL. A significant gap presently exists between infrastructure readiness and customer acquisition capability.

The primary reason behind this challenge is that FTTH booking and marketing activities are presently dependent largely upon existing field units, technical teams and TIPs, whose core competencies and operational responsibilities are centred around network maintenance, service assurance, fault rectification, technical feasibility and customer support. While these activities are critical for sustaining service quality, aggressive customer acquisition and market expansion require an entirely different ecosystem driven by dedicated sales, lead generation, local marketing and conversion-oriented engagement.

In today's telecom market, customer acquisition is no longer dependent merely upon network availability. Rather, it is being driven aggressively through localized marketing ecosystems consisting of sales partners, franchise associates, referral agents, retailers, commission-based field marketers and digital lead-generation networks. Private telecom operators such as Reliance Jio Infocomm, Bharti Airtel and ACT Fibernet have expanded their FTTH subscriber base substantially through such decentralized and commission-driven sales models.

In view of the above, **it is proposed that BSNL may consider introducing a structured and scalable commission-based outsourced FTTH booking model aimed exclusively at accelerating new customer acquisition and broadband market penetration.**

Regn. No. HR/019/2018/02138

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The following framework may be considered for implementation of the proposal:

1. BSNL may empanel professional sales agencies at the Corporate Office level, along with developing a channel network comprising local sales partners, franchise associates, individual referral associates, and field-level booking partners for FTTH customer onboarding.
2. The role of such associates may remain restricted to lead generation, customer counselling, plan explanation, document collection and booking of new FTTH connections.
3. Technical feasibility verification, installation, activation, service delivery and after-sales support may continue to remain under the control of BSNL and authorized installation partners.
4. Incentive/payment may be released only after successful activation of the connection and realization of the first bill payment, thereby ensuring a fully performance-linked and revenue-backed payout mechanism.
5. As an initial and financially sustainable model, incentive may be fixed at 50% of the first monthly bill amount after realization. This will ensure that expenditure is directly linked with actual revenue generation and subscriber addition.
6. BSNL may introduce a centralized digital onboarding platform/mobile application for registration of sales associates, submission of leads, booking status tracking and transparent settlement of incentives.
7. Special preference may be given to local youth, Common Service Centre (CSC) operators, shopkeepers, retailers, cable operators, entrepreneurs and self-help groups so as to create a strong grassroots marketing ecosystem with local accountability and wider market reach.
8. Circle-wise or BA-wise targets and incentive-driven campaigns may also be introduced to encourage aggressive subscriber acquisition in high-potential areas.

The implementation of such a model can deliver substantial strategic and financial benefits to BSNL, including:

1. Rapid increase in FTTH subscriber additions and broadband market penetration.
2. Creation of a dedicated marketing and customer acquisition force without additional permanent manpower liability.
3. Stronger market competitiveness against private telecom operators.
4. Faster expansion in urban, semi-urban and rural markets simultaneously.
5. Better utilization of existing FTTH infrastructure and network investments.
6. Significant enhancement in revenue generation through continuous subscriber growth.
7. Enabling technical staff to focus primarily on network quality, uptime, fault restoration and service assurance instead of routine marketing activities.
8. A low-risk, performance-based expenditure model wherein payment is linked only with successful customer acquisition and revenue realization.
9. Generation of indirect employment opportunities and strengthening of BSNL's local market visibility and engagement.

The proposed framework is fully aligned with prevailing telecom industry practices and modern customer acquisition strategies. The model may initially be implemented as a pilot project in selected Business Areas/Circles having high FTTH potential, and thereafter expanded nationwide based upon performance assessment and operational feedback.

Sir, BSNL today possesses the network strength and infrastructure capability required for large-scale broadband expansion. What is now required is an equally aggressive and scalable customer

acquisition ecosystem capable of converting infrastructure potential into sustained subscriber growth and revenue generation.

It is therefore earnestly requested that a suitable policy for outsourcing FTTH booking activities through commission-based sales partners may kindly be formulated and implemented at the earliest so that BSNL can accelerate FTTH expansion, strengthen its broadband market share and enhance long-term financial sustainability.

The matter is submitted for your kind consideration and favorable intervention in the larger interest of growth and revival of BSNL.

Enls :

1. **PPT Presentation of Proposal.**



(Ravi Shil Verma)
General Secretary

Copy to:

1. **Shri Amit Agrawal Ji, Secretary DoT**, Sanchar Bhawan, Ashoka Road New Delhi for kind information.
2. **Shri Vivek Banzal Ji**, Director (CFA), BSNL Board, New Delhi, for kind information and consideration.