

UNLOCKING GROWTH OPPORTUNITIES IN BSNL ENTERPRISE BUSINESS



Secure & Trusted Network

Built on BSNL's pan-India network with highest reliability.



High Speed Connectivity

Leased Lines, MPLS VPN, Broadband and more.



Cloud & Data Solutions

Scalable cloud, data center and managed services.



24x7 Support

Dedicated support for seamless business operations.



VOICE
SERVICES



HIGH SPEED
CONNECTIVITY



CLOUD
SOLUTIONS



SIP &
CLOUD-PABX



24x7
SUPPORT

ONE PARTNER. ENDLESS POSSIBILITIES.



LEASED LINES

Reliable dedicated connectivity



MPLS VPN

Secure network for multi-site connectivity



BROADBAND

High speed internet for your business



VOICE SERVICES

Crystal clear voice solutions



DATA CENTER & CLOUD

Secure, scalable and future-ready



SIP & CLOUD-PABX

Smart, flexible & scalable business communication



PAN-INDIA PRESENCE



TRUSTED BY ENTERPRISES



COMMITTED TO YOUR GROWTH

BSNL – Empowering You to Grow with India's Trusted Telecom Brand



100% Govt. of
India Owned
PSU



Present in
every corner
of India
covering 700+
Districts,
2L+ GPs across
6L+ villages



Vast network
presence
supported
by 7.9L route
km of optical
fiber



Preferred
Telecom
Partner for
Centre / State
Government
Projects



Serving 65k+
corporate
customers
/businesses

Our Footprint



Connecting Bharat
100K+ 4G Sites
Across India



Significant Investments
to build state of the art
Bharat Network



End-to-end provisioning
& routing managed at
scale



Enterprise-grade service
delivery and network
management expertise



100G equipped next
generation MPLS Nodes
Across 270+ Cities .

How to become a BSNL Partner ?



To be a partner with BSNL for Enterprise Services (such as Internet Leased Lines, MPLS VPN, SIP trunks, RF, CNPN, WiFi, 5G FWA, Integrated Business Solution...etc), you can either get empaneled by participating in the open Expression of Interest (Eoi) floated by BSNL or get register as **Channel Partner** by complying the **BSNL Channel Partner Policy** guidelines.

A Systems Integrators (SIs) are specialized partners who bundle the telecom services with hardware and/or software to build customized, end-to-end solutions for Enterprise Customers.

A Channel Partners are existing BSNL partners **TIPs/ASPs/SDWAN Vendor/SIs/Franchisees** that markets and sells the services to the Enterprise Customers.

Together they extend BSNL's commercial reach.



Empanelment of SIs are carried out under the following BSNL policies.

- ✓ **SI under CPNE (Customer's Private Network Establishment) Policy.**
- ✓ **Centrally Empaneled Application Service Provider (CEASP).**
- ✓ **System Integrators for SMS , WhatsApp ,RCS service.**
- ✓ **PABX Franchisees for providing SIP, Voice & Data PABX services.**
- ✓ **Cloud PABX/UC services Franchisee.**
- ✓ **Empanelment of Data Centre Service Providers (DCSP) for IDC Services.**
- ✓ **Captive Non-Public Network (CNPN) Service Providers.**
- ✓ **Integrated Business Solution Providers.**
- ✓ **5G FWA Partners**
- ✓ **Kaushalam – Training to EB customers.**



A Channel Partners are companies/individuals who does the liaising with the Central/State Govt. departments & Private companies to markets and sell the BSNL services to the Enterprise Customers.

As per BSNL Channel Partner Policy for EB, all the existing partners **TIPs/ASPs/SDWAN Vendor/SIs/Franchisees** shall be under the purview of Channel Partner Policy.

Channel Partners are to be engaged to bring in business covering products and services from all the three BSNL verticals i.e. Enterprise, CM & CFA.

Vertical Wise List of Products for Channel Partners



CFA vertical products

- LL and BB Connections
- VPNoBB Services
- PRI Connections
- Toll Free Services
- IN services
- PABX Services
- Wi-Fi
- OBD
- SIP Trunk



EB vertical products

- MPLS-VPN services
- Internet
- P2P Leased Line
- Managed Network Services
- Dark Fibre Leasing
- IDC Services
- ILLoGPON
- SDWAN
- MPLS Multicasting Services
- VSAT



CM vertical products

- Mobile Connections with Voice and/or Data
- Bulk Mobile CUG Connections (Prepaid/ Postpaid)
- 3G DataServices/VPNo3G
- OBD
- SIP Trunk
- All other new product except Exclusions

Why Channel Partners?

- ✓ **Liaising** with Central/State Government departments and private companies to generate leads and convert them into business opportunities.
- ✓ **Expanded Market Reach:** Easily tap into new geographic territories and vertical markets without building local teams from scratch.
- ✓ **Lower Customer Acquisition Costs:** Share marketing and sales expenses, replacing fixed headcount costs with variable commission structures.
- ✓ **Local Expertise:** Leverage partner's established relationships, trust, and understanding of regional buyer behavior.
- ✓ **Faster Sales Cycles:** Accelerate go-to-market strategies by utilizing partners who are already embedded in your target industries.
- ✓ **Scalability:** Grow revenue rapidly without proportionally increasing internal human resources or overhead
- ✓ **Expanding presence** in remote and rural areas.
- ✓ Providing **customer support** and gathering **market feedback**.

Responsibilities:

- To generate leads and communicate them to the concerned Channel Manager (NAM/KAM).
- To coordinate with BSNL for finalization of the financial quotation.
- To obtain customer orders in the name of BSNL.
- To focus on first-time business opportunities and private-sector business.
- All the leads to be completed within 3 months period.

Payment:

- A handsome commission on the net revenue will be provided.
- No advance payment will be made.
- The commission will be paid based on actual revenue realization.
- The payment will be released within three months of the completion of the project.



For registration of Channel Partner (CP) please contact:

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