

Annexure-I

Brief of BSNL Mobile Premier / Vanity Number auction through web

The BSNL Mobile customer base is increasing continuously, by over taking the Land Line density. The increase is mainly due to flexibility in obtaining the connection and using the same without any restrictions / limitations. The increasing trend in the Mobile connections has given a scope for vanity / premium Number allocation to the customer's as per his choice and capability of bidding for the same. The vanity / premium numbers are having some specialty like repetition of same digits or digits in ascending / descending order, Rhythmic tone based numbers etc., which are easy to remember. The customer's across PAN India can enjoy the facility and information on newly releasing series and can opt for his choice number that matches his date of birth, Rhythmic number, Total coming to an auspicious magic number as per the numerology etc., The customers will be enjoying his choice number so that it can be remembered easily and shared with his friends etc.

At present BSNL Circles are following different methods of selling the Vanity / Premium numbers through auction. In order to bring the uniformity and to enhance the reach for auction of Vanity / Premium numbers, by bringing more flexibility and more business, BSNL is proposing to introduce the auction of premium numbers through Sancharsoft application. The main advantages are :

- To increase the scope and reach of the customer's across PAN India.
- Any customer with or without BSNL number can easily participate through web interface.
- Easy to participate in the auction and pay the requisite amounts in a secured and transparent procedure.
- To enhance the participation of customers in the auction in a true competition spirit, sitting at home.

Work Flow :

Eligibility for participating in the Auction.

The Cellular subscribers intending to participate in the Auctioning of the BSNL Mobile Numbers for getting the Vanity/Premium BSNL Mobile Numbers of the circle are required to fulfill the following eligibility conditions.

- Participants shall be Residents of the selected State and shall possess the Address proof.
- All the existing BSNL Mobile Post-paid & Pre-paid customers intended to change their existing Mobile No. to vanity/Premium Numbers.
- Any new customers who possess resident address proof in the state can bid through their family / friend's BSNL Mobile number. However in such cases the liability to pay the amount, if declared highest shall remain with BSNL cellular subscriber from whom the bid is made.
- New customers can also take a new BSNL Mobile connection on usual procedure through any of the BSNL POS and bid through the same Mobile Number. Once the vanity/Premium number is awarded being highest bidder, the change of number can be done.

Customer Registration (Free)

The Customer can register for the first time, by entering E-mail ID, BSNL Mobile Number. The customer thus registered will get an E-Mail and SMS with the password to confirm the registration. The customer needs to click on this link for completing the registration process. The customer registration is free of cost.

Customer Login:

The web registered customers can login to the auction web site by providing username and password. Once the authentication is success, the customer is allowed to modify his personal details in his profile. E-Mail ID / Mobile Number given will be taken as criteria to disallow the customer for another registration with the same parameters. The customer can opt for bidding alerts through SMS / web or from both.

Premium Number Registration (Fixed One time charge, say Rs.100/-)

On successful login to the <http://eauction.bsnl.co.in> website, the customer need to select the premium / vanity number from available list, or use an option to search by giving few digits. On viewing the Premium numbers list as desired by him, the customer can personalize the selected numbers in his viewing pattern, so that on every login, he can monitor the number for which he is in the process of bidding and the numbers for which he is intended to join for bidding. The general view will have the list of Numbers in Level I, Level II, and Level III as per the sorting order by current highest / Lowest bid.

The customer need to select the number from available list and proceed for online payment of Registration charges as fixed by the concerned circle. The customer can select any number and for each number a fixed amount of Rs.100/- or an amount decided by the circle will be required to pay for participating in the bidding. The customer has been felicitated by providing the payment gateway option through web interface, where the customer can select the payment option mode like Credit Card / Debit Card / online banking.

Bidding Process:

The customer **can bid for one or more number of registered Premium numbers** and monitor its progress through web site or through E-Mail / SMS alerts as per his choice. The customer can also monitor the trend in bidding for his selected Premium Numbers, so that he can join the bidding process at his choice level of bidding. However, apart from his selections, the customer will have a general view of the bidding process in progress for all premium numbers with a selection of highest going bid or the least bid number in sorting order.

The customer can have a choice of selecting the Premium numbers from three categories as decided by BSNL, like Level I, Level II, Level III. The rates are fixed for minimum allowed amount by the respective circle EB / Marketing nodal in charges.

The customer will be given an option to bid against his choice number, the price opted should be above Reserved price for each level and is in multiples of the amount prescribed by the circle for an incremental value at a time (or else the pattern of increase as decided by the BSNL HQ). This uniform method followed for bidding will result in a healthy competition for bidders and right person will get a chance to win his choice Premium number.

The bidding process stops on reaching the dead line, i.e date and time predefined by the circle nodal for auctioning. The results will be announced instantly with a list of first three successful bidders in the order of their bidding price for a particular number. This will be published in Sancharsoft and admin screen of auction web site. The first successful bidder will be chosen for completion of bid payment, submission of CAF details and receiving the SIM from the nearest Customer Service Center. After the AUCTION completion a system generated E-Mail / SMS will be sent to the highest bidder asking him to present himself with ID proof and make payment for the number / numbers of his choice. The customer need to accept at least one premium number if he has bid for more than one.

The customers will be given a suitable alert as per his choice (either on SMS or E-Mail or both of them). Whenever any customer bids higher value for his choice number. SMS will be sent to all registered bidders who have bid lower than the present customer's bid value for that number.

The customer has been given a choice to participate in bidding by accessing the web or by using his mobile for sending SMS. **The customer profile will have an option to allow him to participate from Mobile by sending SMS. Once the customer decided to participate from mobile also, then the system generated PIN will be given to the customer for participating in bidding process.** This is helpful for the customer to bid from anywhere without getting fixed to web. This is also helpful for non BSNL Customers who can follow the same process of web registration. The customer will be given an alert in his non BSNL mobile and also he can participate in the Bidding process by using the PIN given by the system, by sending his bid through an SMS. An acknowledgment will be sent to him confirming the acceptance of his bidding. Alternately the customer also can see his bidding status on web site. The customer also can check the bidding process by sending SMS with defined prefix, so that the reply SMS will be sent immediately. The customer's bidding values will be taken on first come first updated basis.

II. Backend Process

The HLR of the concerned zone need to update vacant premium numbers in to the Sancharsoft system fortnightly. If any number is utilized from any other channel other than Sancharsoft, the number should be removed immediately after checking that no one has opened BID for that number, from the list provided by them.

The Circle nodal in-charge in consultation with the Marketing / EB wing need to divide the HLR provided GSM numbers list in to the different categories, where the start date, auction closing date and the base cost of that number need to be mentioned at the time of doing this bifurcation. The incremental value suggested also need to be confirmed by them. Once the auction is completed, the auctioned number will be made available to the CSC as allocated by the circle nodal in-charge of auctioning, so that the customer can have the number paired to the new SIM at that center.

The successful Bidder information will be passed on to the customer and the CSC. The Nodal in charge of Circle will guide the customer to the nearest CSC.

For completing the process of pairing SIM numbers with customer selected GSM numbers the HLR need to be pick up from SANCHARSOFT only for activation.

The amount from Payment Gateway i.e. integrated with mobile auction site, will be realized by CAO(CCC) from the bank integrator and a monthly remittance report(ATC) will be passed on to the respective Circle Nodal account personnel on monthly basis. The amounts realized by BSNL will be of two types, 1) The registration fee for participating in BID Rs.150/- for a Premium number (This amount is non-refundable). The amounts realized will be accounted for in BSNL accounts directly.

A detail report of GSM number SIM number, Activation Date, Base price, Amount Realized, The User Name, IP address, Name and Address of the person, with alternate mobile number given, report will be prepared automatically in the Auction portal and SANCHARSOFT and made available to the respective logins, so that the same can be verified by the Officers like CAO (CCC), CAO/AOs(Circle), CMTS, Nodal in charges and HLR etc.,

OTHER POINTS RELATED TO BIDDING:-

1. Existing BSNL customer can bid for a vanity number for changing his/her number. Existing BSNL customer can also bid for taking a new connection. Allotment of vanity number shall be subjected to submission of CAF and other prescribed verification procedure in both cases.

2. For prepaid customers, the minimum balance in their account should be Rs.200/- to participate in bidding. The registration charges of Rs.50/- will be adjusted in the bid amount of those successful bidders who ultimately purchase the number, irrespective of the bid value.
3. The minimum reserve price for Level 1 number is Rs.3000/-, Level 2 number is Rs.2000/- and level 3 number is Rs.1000/-. (Applicable taxes extra). The bidding shall be allowed in multiples of Rs.100/- above the minimum reserve price.
4. Bid below the minimum reserve price shall not be accepted.
5. At the end of auction, top three(H1,H2,H3) bidders shall be informed by BSNL, about their status and request them to provide Name, Address and details of ID(to ensure that number is allotted to selected customer only). These details shall be used to contact the selected bidder. Therefore it is very essential that bidders are always available on the mobile phone.
6. If the highest bidder H1 fails to deposit the bid amount with BSNL Nodal Officer within 5 working days of intimation, the number shall be offered to the second highest bidder H2 at his second highest bid price.
7. If the second highest bidder H2 fails to deposit the bid amount with BSNL Nodal Officer within 5 working days of intimation, the number shall be offered to the third highest bidder H3 at his third highest bid price.
8. In case a bidder, when intimated to deposit the bid amount, fails to deposit the amount, then his/her BSNL mobile number shall be debarred from all future auction of Vanity/Choice numbers.
9. For bidden amount applicable taxes shall be extra.
10. Selected bidder can have his/her choice number under any existing mobile plan(prepaid or postpaid) of BSNL. However the normal SIM/Activation charges, Security Deposit (in case of Postpaid plan) etc., shall be charged extra on actual basis.
11. Amount paid for the vanity number taken in auction is non-refundable.
12. Entire bid amount shall have to be paid in single installment before obtaining the choice vanity number.
13. BSNL Circle reserves the right to cancel allocation of any vanity number at any time without assigning any reason.

Uploading of list of auctioned Vanity / Premium numbers in to Sancharsoft:

The list of vanity / premium numbers for auctioning is to be up loaded in to sancharsoft, with the coordination of marketing wing of respective Circle. The marketing wing will get the vanity / premium numbers list from CMTS wing while releasing the new series of mobile numbers.

Approaching of successful bidder for new connection:

The successful bidder can approach the nearby CSC by showing the SMS intimation for vanity / premium number. The CSC in-charge can generate the invoice for payment of bidding amount / the balance of BID amount after deduction of required Deposits which are already paid through Auction portal. After payment of bidding amount along with the CAF should be submitted to the CSC. After entering the CAF details in to Sancharsoft by pairing the vanity / premium number a new basic SIM will be issued to the Customer.

