

Sales & Marketing-CM
219, Eastern court
Corporate Office, New Delhi-1
Tel No 23326544, Fax 23326545
ddg_sales@bsnl.co.in



भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)
BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

No. 27-24/2011/S&M-CM/18

Dated 09.04.2012

To

The CGM,
All Telecom Circles / Telecom Districts,
BSNL

Sub: Implementation of FANCY MOBILE NUMBER module on PAN INDIA basis
Ref: ITPC/CDR Project/General/Circle Corr./2011-12/73 dated 15.3.2012
(copy enclosed)

CYMN (Choose Your Mobile Number) launched on PAN INDIA basis has become very popular. The performance for Choose Your Mobile Number activation of circles like Andhra Pradesh (629984), Tamil Nadu (245166), Haryana (96816) and Rajasthan (61586) has been outstanding.

The performance for Fancy Number Scheme activation of circles viz Andhra Pradesh (4683), Tamil Nadu (1174) is also very encouraging. This Fancy Number Scheme was introduced as a pilot project in Andhra Pradesh and Tamil Nadu Circle.

In Fancy Number Scheme customer accessing the web page will be given choice of scrolling through fancy GSM Mobile Numbers along with fixed price tag. The customer is given a choice of only one fancy GSM mobile number selection, for which an SMS will be sent with PIN of seven digits which need to be confirmed by the customer across the web page for selecting that number. Once confirmed the Fancy GSM number chosen by the customer, shall be reserved for 24 hours, so that customer can approach the nearest customer service centre for submission of the required document, payment of price tagged to Fancy Mobile Number and collecting the SIM for his new connection with his chosen Fancy mobile Number.

Keeping in view of encouragement received from the customers and to meet the expectations of other GSM customers all telecom circles /districts are advised to include Fancy Numbers (Level-4 non-vanity numbers ending with AABB, ABAB) sales across the CYMN page. The cost of level 4 non vanity numbers ending with AABB, ABAB through Sanchar-Soft at the rate of Rs.750/- + applicable taxes.

All the Circle/ District heads are requested to popularise this scheme in all Circles/ District for better reach to customer needs in a better effective way. For detail guidelines the letter under reference from CGMT IT project circle Pune may be refer too.

(Upendra Bakolia)
Addl. GM (S&M)-CM

Copy to :- DGM(T&C)-CM, BSNL CO - for kind information
Encl : As above

O/o Chief General Manager, I.T. Project Circle
RTTC Bldg, MIDC, G-Block
Chinchwad, Pune - 411 019
Phone: 020 - 27373344/ 55
Fax: 020 - 27373101



भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)
BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

17/c
9/c
1/4

ITPC/CDR Project/General/Circle Corr/2011-12/73

Dated 15-3-2012.

To,

All The CGMs, Territorial Circles, BSNL.

Sub :Implementation of Fancy mobile number module on PAN-INDIA basis - Reg.

Ref : BSNL CO Lr. NO:821-Sr. GM (P&P-CM)/2011 Dated 09/12/2011



With reference to the above cited letter, the CYMN (Choose Your Mobile Number) module has been implemented and is being utilized successfully on PAN INDIA basis. The performance statistics of CYMN is encouraging and the top ten circles performance is enclosed in Annexure -I.

Keeping in view of the encouragement received from the customers and to meet the expectations of GSM customers ITPC, Hyderabad has included Fancy number Sales across the CYMN page (The link for AP Circle is http://sancharsoft.bsnl.co.in/cymn15/vacant_nos/gsm_no_choice.asp). The customer accessing this web page will be given a choice of scrolling through fancy GSM Mobile numbers along with fixed price tag. The customer is given a choice of only one fancy GSM mobile number selection, for which an SMS will be sent with a pin (personal identity number) of 7 digits which need to be confirmed by the customer across the web page for selecting that number. Once confirmed that Fancy GSM number chosen by the customer, the same will be reserved for 24 hours, so that the customer can approach the nearest customer service center for submission of the required document, payment of price tagged to Fancy Mobile Number and collecting the SIM for his new connection with his chosen Fancy mobile number.

CGM (S&M - CM)
ll. coordinat
19/3/12

The following checks and conditions have been exercised in the process flow of the module:

- (a) The customer will be given scrolling list of 50 records at a time.
- (b) The customer is allowed to select only one Fancy GSM Mobile number of his choice.
- (c) On selection of the mobile number the customer will be prompted to enter any GSM mobile number for receiving SMS with system generated PIN of 7 digits.

Adm Gen (M)
20/3

After the selection is over, the customer can approach the nearest Customer Service Center along with identity proof, photo etc., so that the necessary documentation can be filled and handed over along with the necessary price of Fancy GSM number tagged to it. After successful completion of the formalities the customer Fancy GSM Mobile number will be paired to the SIM within 20 to 30 minutes.

O/o GM (Sales)
डा.स./Dy. No.../66...
दिनांक/Date 21/3/12

Regd & Corporate Office : Bharat Sanchar Bhavan, Harish Chandra Mathur Lane-148, Janpath, New Delhi-110 001

Website: www.bsnl.co.in

222-8/Sr.GM (P&P-CM)
20/3/12

ASM (S&M) / AM (SS)
22/3/12

Pr. Blm...
22/3/12

O/o Chief General Manager, I.T. Project Circle
RTTC Bldg, MIDC, G-Block
Chinchwad, Pune - 411 019
Phone: 020 - 27373344/ 55
Fax: 020 - 27373101



भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)
BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

2/2

In case of the customer is not submitting the required documents within the stipulated time of 24 hours, the customer chosen Fancy GSM Mobile number will be released and brought back to the chosen list of Fancy mobile numbers.

The Fancy number scheme has been introduced as a pilot project in Andhra Pradesh and Tamil Nadu Circles of South zone and the results are very encouraging. The revenue statistics can be seen in the attached enclosure (Annexure-I).

Hence, it is requested to all the Circle heads to arrange to make use of these modules in all Circles for better reach to Customer needs/satisfactions in more effective way.

T.K. Sen

(T.K. SEN)
Chief General Manager
I.T. Projects Circle, PUNE.

Copy To:

1. The CMD, BSNL CO for information please.
2. The Director(CFA) BSNL CO for information please.