



No. 32-1/2015/S&M-CM/8

Date: ~~27.05.2015~~

01.06.2015

To

The Chief General Managers,
All Telecom Circles/ Districts
BSNL

Subject:- Modification in the process of selling of GSM Vanity numbers

- Ref: -
1. 32-2/2012-13/S&M-CM dated 18.10.2013
 2. 32-2/2012-13/S7M-CM/52 dated 08.11.2013
 3. 32-2/2012-13/S7M-CM dated 12.03.2014

Kindly refer to this office letter at Ref: 1 on the subject mentioned above vide which guidelines were communicated for selling vanity numbers. But as per feedback received from various circles, this policy was modified vide letter at Ref: 2 to enhance the sale of vanity numbers. After modification, no significant increase was noticed in sale of vanity numbers. Again, policy was modified vide letter at Ref: 3 in which CGMs were empowered to take various decisions to achieve the desired results but outcome is not encouraging.

In this regard, sales report of vanity numbers was taken from Sancharsoft and it shows that approx. 10000 vanity numbers have been sold till date. This indicates that circles are not able to sell vanity numbers through e-auction..

Therefore to enhance the sale of vanity numbers, following has been decided by the competent authority.

Category	When to be offered for open sale through CSCs and Franchisees
Level-1 plus	To be sold only through e-auction and not to be put under open sale category
Level-1	To be sold under open sale category after 3 e-auction cycles
Level-2	To be sold under open sale category after 1 e-auction cycle
Level-3	To be sold under open sale category after 1 e-auction cycle
Fancy	To be sold under open sale category without e-auction

Further CGMs are authorized to include/ exclude any number in/ from vanity number list as per local conditions, taste of people in the region & selling pattern.

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)

ITP Circle is also in process of developing a module in sancharsoft for selling open category vanity/ fancy numbers through franchisees/ CSCs which will be communicated in due course.

Circles may categorize all available vanity numbers and start taking action to sell these numbers. All out efforts need to be made by circles to sell maximum number of vanity numbers. Press note and proper advertisement as deemed fit may be made to generate adequate response.

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

Copy to: 1. GM (Dev.), ITPC, Hyderabad for making provision in sancharsoft for above.