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

No.32-2/2012-13-S&M-CM

Dated : 18.10.2013

To

The Chief General Managers
All Telecom Circles / Districts
BSNL

Subject: Modification in process of selling of GSM Vanity numbers – reg.

In view of suggestions given by CGMs during HOCC meeting held on 24/25 Sept. 2013 on the subject mentioned above, competent authority has approved following modifications in the existing process of selling of GSM Vanity/ Fancy numbers.

- 1) Heads of circles may form a 3 member committee consisting of GM (Sales & Mktg.), GM (CM) of the circle and one member from finance wing or may entrust this task to circle Empowered Committee for Tariff (ECT)-CM, which will categorize the available vanity numbers based on some logics /preference of regional people and will fix-up the minimum or base price for each number / category / pattern. A sample for categorization and illustrative pattern is attached as Annexure-I & Annexure-II for guidance.
- 2) The base/ minimum price should be based on earlier auctioned price of similar type of numbers in the Circle/adjacent Circles and may be reviewed from time to time depending upon selling effectiveness/ experience. The base price in Circles for similar numbers may be different depending upon the buying capacity, kind of business, taste, regional, cultural and religious conduct/ behavior of the people.
- 3) The periodicity of auction may be kept 15 days in a month.
- 4) Usually same numbers should not be included in succeeding auction process i.e. there should be a gap of at least one cycle for repetition.
- 5) Maximum 1000 numbers may be included in one cycle covering all categories of numbers in appropriate proportion.
- 6) Fancy numbers should also be included in e-auction for one cycle before putting in open category.
- 7) The numbers which could not be sold even in auctioning cycles indicated in table below, against each level, may be removed from auctioning process and offered for open sale (These will be called open category vanity numbers) through CSCs, web portal, franchisees. These numbers should be displayed prominently on circle website with base price.

Category	When to be offered for open sale through CSCs and Franchisees
Lev-1 Plus	To be sold only through e-Auction and not to be put under open category.
Lev-1	To be sold only through e-Auction and not to be put under open category.
Lev-2	After 3 e-Auction cycles
Lev-3	After 2 e-Auction cycles
Fancy	After 1 e-Auction cycle

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- 8) The numbers which were quoted highest bids (H1) and finally the H1 bidder refuses to deposit bid amount, such numbers may be included in one more e-Auction cycle before putting in open category.
- 9) The CGMs are empowered to sell some of the vanity numbers to VIPs & commercially important customers (CICs/Enterprise customers) by relaxing one auction cycle in the case of Lev-2 & Lev-3 categories at base price through CSCs only.
- 10) The franchisee channel is also allowed to sell vanity numbers of open category. The commission payable to them on sale of such numbers will be kept at par with recharge/ top up which at present is 5.5%.
- 11) The detailed procedure of selling of open category vanity numbers through CSCs and Franchisees and also to the VIPs may be decided by Heads of Circles. Broadly, a VIP may be a person, who may play a vital role in providing good business to BSNL, may enhance brand image of BSNL by virtue of his/her higher & influential position/status.

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

Encl: Annexure-I & II

Copy to : CGM, ITPC, Pune – for information and n/a please.

Categorization of Vanity Number			Annexure-I
LEVEL	Pattern	Sample	Description
L1 Plus	???? AAAAAA	9427 222222	Ending with 6 repeated digits
L1 Plus	???? UVWXYZ	9427 123456	Ending with 6 ascending digits
L1 Plus	?? AAAAAAA ?	94 111111 8	repeated 7 digits or more any place
L1 Plus	?? TUVWXYZ ?	94 1234567 1	ascending 7 digits or more any place
L1 Plus	?? ABBB ABBB	94 4000 4000	ending with 8 digit or more pattern
L1	????? AAAAA	94852 33333	Ending with 5 repeated digits
L1	????? VWXYZ	94852 12345	Ending with 5 ascending digits
L1	??? AAAAAA ?	942 111111 6	repeated 6 digits in between
L1	??? UVWXYZ ?	945 123456 9	Ascending 6 digits in between
L1	???? ZYXWVU	9427 654321	Ending with descending 6 digits
L1	??? AAAA BBB	948 4444 555	ending with 6 or 7 digits pattern
L1	ABCDE ABCDE	94823 94823	1st 5 digits Repeats for next 5 digits
L2	?????? AAAA	942587 2222	Ending with 4 repeated digits
L2	?????? WXYZ	947745 1234	Ending with 4 ascending digits
L2	?????? ZYXWV	94773 54321	Ending with descending 5 digits
L2	???? AAAAA ?	9480 11111 5	repeated 5 digits in between
L2	???? AB AB AB	9428 75 75 75	ending with 6 digit pattern
L2	ABCDX ABCDY	94834 94835	ABCDE (ABCDE+1)
L2	ABCDE EDCBA	94835 53849	Last 5 digits are Mirror / Shadow of first 5 digits
L2	ABCDX (ABCDX +1)	94534 94535	Fifth digit repeating after adding 1 at tenth place
L2	ABCD ?? DCBA	1234 87 4321	Mirror / Shadow 4 digit or more
L3	??????? AAA	9427257 222	Ending with 3 repeated digits
L3	??????? XYZ	9477257 123	Ending with 3 ascending digits
L3	??????? ZYXW	947745 4321	Ending with descending 4 digits
L3	????? AAAAA ?	94803 1111 5	repeated 4 digits at any place
L3	????? AA BBB	94275 11 222	ending with 5 digit pattern
Fancy	??????? AAA ?	946623 111 2	repeated 3 digits in between
Fancy	????? XYZ ??	94663 123 25	ascending 3 digits in between
Fancy	??????? AA BB	942754 22 55	ending with 4 digit pattern
Fancy	??????? 786	9485476 786	Holy number 786 at any place
Fancy	??????? 108	9481834 108	Holy Number ending with 108
Fancy	??????? 1008	948180 1008	Holy Number ending with 1008

? ABCDEFGH	ALL ARE RANDOM NUMBER
PQRSTUVWXYZ	ALL ARE SEQUENTIAL / RELATIONAL NUMBER

ILLUSTRATIVE PATTERNS FOR CATEGORIZATION OF VANITY NUMBERS BY CIRCLE COMMITTEE

Digits	LEVEL	Pattern	Sample	Description
6	L1 Plus	???? AAAAAA (ODD)	9427 111111	Last 6 digits identical (Odd)
7	L1 Plus	??? AAAAAAA (Odd)	948 1111111	Last 7 digits identical (Odd)
8	L1 Plus	?? AAAAAAAA (Odd)	94 11111111	Last 8 digits identical (Odd)
6	L1 Plus	???? AAAAAA (EVEN)	9427 222222	Last 6 digits identical (Even)
7	L1 Plus	??? AAAAAAA (Even)	948 2222222	Last 7 digits identical (Even)
8	L1 Plus	?? AAAAAAAA (Even)	94 22222222	Last 8 digits identical (Even)
6	L1 Plus	???? UVWXYZ (Ascending)	9427 123456	Last 6 digits in Ascending / Incremental order
7	L1 Plus	??? TUVWXYZ	943 1234567	Last 7 digits Ascending / Incremental order
8	L1 Plus	?? STUVWXYZ	94 12345678	Last 8 digits Ascending / Incremental order
7	L1 Plus	?? AAAAAAA ?	94 1111111 8	Last 7 digits identical in middle
7	L1 Plus	? AAAAAAA ??	9 4444444 58	Last 7 digits identical in middle
7	L1 Plus	AAAAAAA ???	8888888 284	Last 7 digits identical in starting
9	L1 Plus	? AAA BBB CCC	9 444 222 333	Ending with 9 digits pattern
9	L1 Plus	? AAA XYZ XYZ	9 444 762 762	Ending with 9 digits pattern
9	L1 Plus	? XYZ AAA XYZ	9 462 111 462	Ending with 9 digits pattern
9	L1 Plus	? XYZ PQR PQR	9 123 789 789	Ending with 9 digits pattern
9	L1 Plus	? XYZ PQR TUV	9 456 789 123	Ending with 9 digits pattern
9	L1 Plus	? XYZ PQR XYZ	9 123 789 123	Ending with 9 digits pattern
9	L1 Plus	? XYZ XYZ AAA	8 762 762 111	Ending with 9 digits pattern
9	L1 Plus	? XYZ XYZ XYZ	9 123 123 123	Ending with 9 digits pattern
9	L1 Plus	? XXX YYY ZZZ	9 111 222 333	Ending with 9 digits pattern
8	L1 Plus	?? ABCC ABCC	94 4900 4900	Ending with 8 digits pattern
8	L1 Plus	?? ABCD ABCD	94 8275 8275	Ending with 8 digits pattern
8	L1 Plus	?? AABB AABB	94 2255 2255	Ending with 8 digits pattern
8	L1 Plus	?? WXYZ WXYZ	94 1234 1234	Ending with 8 digits pattern
8	L1 Plus	ABCD ?? ABCD	9425 39 9425	pattern of 8 Digits
8	L1 Plus	? ABCD ? ABCD	9 4235 8 4235	pattern of 8 Digits
8	L1 Plus	?? ABBA ABBA	94 2442 2442	Ending with 8 digits pattern
8	L1 Plus	?? AB AB AB AB	92 25 25 25 25	Ending with 8 digits pattern
8	L1 Plus	?? AW AX AY AZ	94 43 44 45 46	Ending with 8 digits pattern
8	L1 Plus	?? WA XA YA ZA	94 10 20 30 40	Ending with 8 digits pattern
8	L1 Plus	?? XY XY XY XY	92 23 23 23 23	Ending with 8 digits pattern
10	L1 Plus	AB AB AAA XYZ	94 94 444 123	Pattern of 10 Digits
10	L1 Plus	AB AB AB AB AB	94 94 94 94 94	Pattern of 10 Digits
10	L1 Plus	AB AB XYZ AAA	94 94 123 999	Pattern of 10 Digits
10	L1 Plus	AB AB XYZ XYZ	94 94 123 123	Pattern of 10 Digits
10	L1 Plus	ABCD ABCD AB	9425 9425 94	Pattern of 10 Digits
10	L1 Plus	ABCD EE ABCD	9425 22 9425	Pattern of 10 Digits
10	L1 Plus	ABCDE ABCDE	94775 94775	Pattern of 10 Digits
10	L1 Plus	BC AAAAAA BC	94 000000 94	Pattern of 10 Digits
5	L1	????? AAAAAA (ODD)	94852 33333	Last 5 digits identical (Odd)
5	L1	????? AAAAAA (EVEN)	94863 22222	Last 5 digits identical (Even)
5	L1	????? VWXYZ (Ascending)	94852 12345	Last 5 digits Ascending / Incremental order
6	L1	??? AAAAAA ?	942 111111 6	repeated 6 digits at any place
6	L1	?? AAAAAA ??	94 111111 26	repeated 6 digits at any place
6	L1	? AAAAAA ???	9 444444 845	repeated 6 digits at any place
6	L1	AAAAAA ????	999999 2458	repeated 6 digits at any place

6	L1	??? UVWXYZ ?	945 123456 9	Ascending 6 digits at any place
6	L1	?? UVWXYZ ??	94 123456 25	Ascending 6 digits at any place
6	L1	???? ZYXWVU (Descending)	9427 654321	Ending with descending 6 digits
6	L1	???? AAA BBB	9483 444 555	Pattern of 6 digits
6	L1	???? ABC ABC	9427 206 206	Pattern of 6 digits
6	L1	???? XYZ AAA	9427 456 111	Pattern of 6 digits
6	L1	???? XYZ XYZ	9427 123 123	Pattern of 6 digits
6	L1	???? AAA XYZ	9483 111 123	Pattern of 6 digits
8	L1	?? AA B CCCC B	94 88 5 1111 5	Pattern of 8 Digits
7	L1	??? AAAA BBB	942 8888 555	Pattern of 7 Digits
7	L1	??? AAA BBBB	942 888 5555	Pattern of 7 Digits
7	L1	??? XYZ PQRS	942 567 1234	Pattern of 7 Digits
7	L1	?? AAAA ? BBB	94 8888 9 555	Pattern of 7 Digits
4	L2	?????? AAAA (ODD)	942587 1111	Last 4 digits identical (Odd)
4	L2	?????? AAAA (EVEN)	942587 2222	Last 4 digits identical (Even)
4	L2	?????? WXYZ	947745 1234	Last 6 digits in Ascending / Incremental order
5	L2	?????? ZYXWV	94773 54321	Last 5 digits in descending / decrement order
5	L2	???? AAAAA ?	9480 11111 5	repeated 5 digits at any place
5	L2	??? AAAAA ??	948 11111 52	repeated 5 digits at any place
5	L2	?? AAAAA ???	94 11111 524	repeated 5 digits at any place
5	L2	?? ABCBA ???	94 12321 524	Pattern of 5 digits
6	L2	???? XYZ (XYZ+1)	9427 345 346	Pattern of 6 digits
6	L2	???? XYZ (XYZ+10)	9427 425 435	Pattern of 6 digits
6	L2	???? XYZ (XYZ+100)	9427 425 525	Pattern of 6 digits
6	L2	???? ACC BCC	9427 400 700	Pattern of 6 digits
6	L2	???? XYZ ZYX	9427 123 321	Pattern of 6 digits
6	L2	???? AB AB AB	9428 75 75 75	Pattern of 6 digits
6	L2	???? AX AY AZ	9427 45 46 47	Pattern of 6 digits
6	L2	???? AB (AB+2) (AB+4)	9427 24 26 28	Pattern of 6 digits
6	L2	???? XA YA ZA	9481 10 20 30	Pattern of 6 digits
6	L2	???? XX YY ZZ	9481 11 22 33	Pattern of 6 digits
8	L2	?? AAAA BB CC	94 8888 99 55	Pattern of 8 digits
8	L2	?? AAAA BC BC	94 8888 64 64	Pattern of 8 digits
6	L2	???? A BBBB A	9425 9 3333 9	Pattern of 6 digits
8	L2	?? AA BB A BBB	94 88 11 8 111	Pattern of 8 digits
7	L2	?? AA BB ? BBB	94 88 99 5 999	Pattern of 7 digits
7	L2	??? AAA BB CC	943 888 99 55	Pattern of 7 digits
7	L2	?? AA BB ? CCC	94 88 99 2 555	Pattern of 7 digits
7	L2	?? AA ? AAA BB	94 22 0 222 55	Pattern of 7 digits
6	L2	?? AA ?? BBBB	94 88 24 2222	Pattern of 6 digits
10	L2	ABCDE EDCBA	94839 93849	Mirror / Shadow of 5 digits
8	L2	ABCD ?? DCBA	9425 ?? 5249	Mirror / Shadow of 4 digits
8	L2	? ABCD E DCBA	9 1234 5 4321	Mirror / Shadow of 4 digits
10	L2	ABCDX (ABCDX +1)	94534 94535	5 digit pattern, addition at first place
10	L2	ABCDX (ABCDX + 10)	925 45 925 55	5 digit pattern, addition at tenth place
10	L2	ABCDX (ABCDX + 100)	925 45 92 645	5 digit pattern, addition at hundred place
10	L2	ABCDX (ABCDX + 1000)	9 2545 9 3545	5 digit pattern, addition at Thousand place
3	L3	??????? AAA (ODD)	9427257 111	Last 3 digits identical (Odd)
3	L3	??????? AAA (EVEN)	9427257 222	Last 3 digits identical (Even)
3	L3	??????? XYZ	9477257 123	Last 3 digits in Ascending / Incremental order

4	L3	?????? ZYXW	947745 4321	Last 4 digits in descending / decrement order
4	L3	????? AAAA ?	94803 1111 5	repeated 4 digits at any place
4	L3	???? AAAA ??	9480 1111 52	repeated 4 digits at any place
4	L3	??? AAAA ???	948 1111 523	repeated 4 digits at any place
4	L3	?? AAAA ????	94 1111 5452	repeated 4 digits at any place
5	L3	????? AA BBB	94275 11 222	Pattern of 5 digits
5	L3	????? AAA BB	94275 111 22	Pattern of 5 digits
5	L3	???? AA ? AAA	9420 22 6 222	Pattern of 5 digits
5	L3	???? AAA ? AA	9420 222 6 22	Pattern of 5 digits
5	L3	???? VW ? XYZ	9420 12 6 345	Pattern of 5 digits
5	L3	???? VWX ? YZ	9420 123 6 45	Pattern of 5 digits
R	Fancy	??????? 786	9485476 786	Holy number ending with 786
R	Fancy	??????? 786 ?	948546 786 0	Holy Number at any place
R	Fancy	????? 786 ??	94854 786 00	Holy Number at any place
R	Fancy	???? 786 ???	9485 786 123	Holy Number at any place
R	Fancy	??????? 108	9481834 108	Holy number ending with 108
R	Fancy	??????? 1008	948180 1008	Holy number ending with 1008
3	Fancy	??????? AAA ?	946623 111 2	repeated 3 digits at any place
3	Fancy	????? AAA ??	94663 111 23	repeated 3 digits at any place
3	Fancy	???? AAA ???	9463 111 235	repeated 3 digits at any place
3	Fancy	??? AAA ????	946 111 2352	repeated 3 digits at any place
4	Fancy	??????? AA BB	942754 22 55	Pattern of 4 digits
4	Fancy	??????? AB AB	942754 75 75	Pattern of 4 digits
4	Fancy	??????? ABBA	947858 5115	Pattern of 4 digits
4	Fancy	??????? XY (XY+1)	942478 25 26	Pattern of 4 digits
4	Fancy	??????? XY (XY+10)	942478 25 35	Pattern of 4 digits

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