

## Annexure-1



**O/o The Chief General Manager, Karnataka Telecom Circle  
No.1 S.V. Road, Halasuru, Bangalore-560 008**

### **PROCEDURE FOR AUCTION OF GSM MOBILE VANITY NUMBERS**

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1. BSNL Karnataka Circle Mobile customers can get a golden opportunity to choose their desired Fancy Mobile Numbers for suiting their business need. BSNL Karnataka Circle intend to provide the platform to make the premium Fancy Mobile Numbers available for customers who are more fascinated towards Fancy Numbers.

The customer can participate in bidding for his selected premium number **through web or through SMS** from his registered mobile number. The bidding process will take the first come first served method to accept the bidding and in return will update all the remaining bidders for that number.

To participate in the auction, customers have to register themselves by either

- i. Sending SMS from the BSNL Mobile to 56666. **OR**
- ii. Accessing web site [www.eauction.bsnl.co.in](http://www.eauction.bsnl.co.in) (Initial Registration for portal is free of cost to the interested bidder)

Customer wish to bid for more than one vanity/Fancy number has to register for each vanity/fancy number wants to bid. A Non-refundable fee of Rs. 150/ (Rupees One hundred fifty only) will be charged as Registration Fee for each vanity number. The List of mobile numbers open for bidding is available on BSNL Karnataka website [www.eauction.bsnl.co.in](http://www.eauction.bsnl.co.in), [www.karnataka.bsnl.co.in](http://www.karnataka.bsnl.co.in) and [www.bangaloretelecom.com](http://www.bangaloretelecom.com)

#### **2. Eligibility for participating in the Auction.**

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

- a) Participants shall possess the valid resident Address proof of Karnataka.
- b) For SMS based auction customer should possess BSNL Karnataka Mobile Post-paid / Pre-paid GSM number.

c) Any new customers who possess resident address proof in Karnataka can bid either through SMS by using their family / friend's BSNL Karnataka Mobile number OR by accessing web site [www.eauction.bsnl.co.in](http://www.eauction.bsnl.co.in).

### 3. Procedure to get the list of vanity numbers:

The list of vanity numbers for auctioning along with minimum base reserve price, is made available on the website [www.eauction.bsnl.co.in](http://www.eauction.bsnl.co.in), [www.karnataka.bsnl.co.in](http://www.karnataka.bsnl.co.in) and [www.bangaloretelecom.com](http://www.bangaloretelecom.com). Customers can find out the list of available and offered vanity numbers by visiting any of the above websites.

### 4. Procedure through Web:

The customers will access the web site <http://www.eauction.bsnl.co.in> for getting registered to participate in web based auction of GSM premium mobile numbers.

i. Customers can register through “**Login/Register**” link in menu bar.

Customer has to login with Mobile Number and email id. After successful Registration customer will be informed a password via SMS and e-mail.

ii. Customer has to click “**Login**” & login using the password received and click on Accept Terms & Conditions to proceed further.

iii. After successful login customer will be directed to welcome page. Customer can change password using “**Change Password**” option available in menu bar. Customer can fill his details in profile form. Customer can select vanity numbers by clicking “**Available Numbers**”.

iv. To bid for a vanity number, customer has to first register his/her choice Number by paying on-line registration fee of Rs. 150/- per Vanity number (Non-refundable). Steps involved in this process are as given below.

**Login** in e-auction Portal > **Select State** in drop down menu (i.e. Karnataka) > Click **Available Number** – a list of available vanity number will display > Select choice number (Single or Multiple) from **List of Bidding Numbers** > Click **Continue to Cart** > A dialog window will pop-up, Click **Continue** > Click **Add to Cart** > Click **Checkout** > Click **Continue to Payment** > **Select Payment Mode** in drop down menu (i.e. Online Banking/ Debit Card/Credit Card) > **Select your Bank to make payment**

v. After paying the requisite registration charges for desired number, customer can bid for that particular number available in “**My Bid Status**” menu. Customer can start bidding number for which registration is successful. A customer can select one or more than one premium vanity numbers by paying the registration charges for each number.

vi. Selecting number on the **left hand side** (Blue back ground), customer can see the number of bids and its current bid value. Incremental value for bidding has been fixed as Rs. 100.

vii. If the customer wants to bid higher than the present maximum bid value, he/she can click “**Click to bid**”. His/Her bid will be present with “**Current bid value + One more incremental value**”. His/Her Bid will be appearing along with the amount bid by him/her in **RED** colour.

## **5. Procedure through SMS:**

a. For registration of bidders Mobile No. used for bidding,

Send SMS **REGVAN** to 56666.

b. For obtaining the correct format, send SMS “**VLIST**” to 56666

c. For know the list of top 10 Vanity Numbers, send SMS  
“**VLIST<>KT<>choose pattern**” to 56666

Example: “**VLIST<>KT<>786**” to 56666, “**VLIST<>KT<>0000**” to 56666

d. For knowing the Bid value of vanity number chosen, send SMS  
“**CHOICE<>Mobile Vanity Number**” to 56666.

e. For Registration of chosen vanity mobile number send SMS  
“**CHOICE<>Mobile Number<>Y**”

f. To Bid the chosen Vanity Number, send SMS  
“**CHOICE<>MOBILE NUMBER<>AMOUNT**”

g. The customers participating through SMS, to know the highest bid already available for their choice number, can send SMS

**CHOICE<SPACE>MOBILE NUMBER to 56666**

The Bid status information will be flashed from time to time to all the registered users for that number through web and SMS. If the bidders bid is the highest then it will be confirmed in the back SMS/email. During the process of bidding as and when any other bidder quote higher bid, intimation will be passed to all bidders of that particular vanity number.

Bid will be acceptable in incremental of Rs. 100 only. If the current bid for choice number is Rs.1500, then other bidder can counter bid by quoting Rs 1600 /- (Current bid value + One more incremental value) .

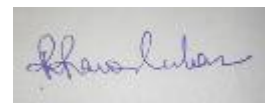
## **6. Charges for Bidding:**

a. A non-refundable Registration charge of amount of Rs.150 (Rupees One hundred fifty only) shall be charged one time for each fancy number bidding participation. Rs. 2 for each SMS. (i.e. for Pre-paid bidder amount will be deducted from the talk-value balance. For Post-paid bidder, charges will be included in the next bill).

b. For more fancy numbers : Above registration Procedure shall be repeated for each number for which a subscriber wants to bid. e.g. If a subscriber wants to bid for 8277599999 & 8277456789 then he should get registered for both these numbers separately and for both these registrations, he shall be charged Rs.3 + Rs.150 separately.

## 7. Post Auction Process:

- a. At the end of auction, the successful bidders will get SMS and others will get an intimation mentioning that the bid is closed at Rs.xxxxxx/- for the number registered xxxxxxxxxxxx. The successful bidder will get the **PIN** number generated by system on his/her mobile number.
- b. The successful H-1 Bidders have to approach to any nearest BSNL Customer service Centre (CSC) and submit PIN number received on his/her mobile number and make the payment of Bid Amount plus GST at the CSC.
- c. **GSM**-The CSC on verification of bidders data through PIN Number submitted by the bidder, accept the payment of Bid Amount including GST and issue the Replacement/dummy SIM and process for activation of vanity number to the bidder after completing the CAF formalities.
- d. If the highest (H-1) bidder fails to deposit the bid amount with BSNL Nodal Officer **within 5 days of intimation**, then the number shall be offered to second highest (H-2) bidder at the H-1 Bid Price if he is willing to accept the offer at H-1 bid price.
- e. If the second highest (H-2) bidder also fails to deposit the bid amount with BSNL Nodal Officer **within 5 days of intimation**, then the number shall be offered to third highest (H-3) bidder at the H-1 Bid Price if H-3 bidder is willing to accept the offer at H-1 bid price.
- f. Bid amount is exclusive of all applicable taxes .Customer need to pay prevailing Tax is extra.
- h. Selected bidder can have his/her choice number under any existing cellular plan, Post-paid or Pre-paid of BSNL. However the normal SIM/Activation Charges, Security (in case of Post-paid Plan) etc shall be charged extra on actual basis.
- h. The Bid Amount paid for the vanity / Fancy number is non-refundable and it is also clarified that the entire bid amount shall have to be paid in single installment before obtaining the vanity/Fancy number.
- i. BSNL Karnataka Circle reserves the right to cancel allocation of any vanity number at any time without assigning any reason.**



DGM (S&M)II  
O/o CGM, BSNL, Karnataka Circle, BG