

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.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 Franchisecs 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 | ?? AAAAAA ? | 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 | ???? AAAAAA ? | 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 | ??? AAAAAA (Odd) | 948 1111111 | Last 7 digits identical (Odd) |
| 8 | L1 Plus | ?? AAAAAAA (Odd) | 94 11111111 | Last 8 digits identical (Odd) |
| 6 | L1 Plus | ???? AAAAAA (EVEN) | 9427 222222 | Last 6 digits identical (Even) |
| 7 | L1 Plus | ??? AAAAAA (Even) | 948 2222222 | Last 7 digits identical (Even) |
| 8 | L1 Plus | ?? AAAAAAA (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 | ?? AAAAAA ? | 94 1111111 8 | Last 7 digits identical in middle |
| 7 | L1 Plus | ? AAAAAA ?? | 9 4444444 58 | Last 7 digits identical in middle |
| 7 | L1 Plus | AAAAAA ??? | 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 AAAAA BC | 94 000000 94 | Pattern of 10 Digits |
| 5 | L1 | ????? AAAAA (ODD) | 94852 33333 | Last 5 digits identical (Odd) |
| 5 | L1 | ????? AAAAA (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) | 92545 92555 | 5 digit pattern, addition at tenth place |
| 10 | L2 | ABCDX (ABCDX + 100) | 92545 92645 | 5 digit pattern, addition at hundred place |
| 10 | L2 | ABCDX (ABCDX + 1000) | 92545 93545 | 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 |

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