No.16-12/2013 – T&C-CM/Pt.I   Date 21.01.2015

To

Chief General Managers,
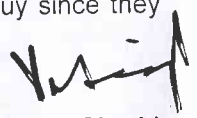All Territorial Circles/Metro Districts

Sir,

I wish to bring to your kind notice and knowledge that a new functionality was introduced in "My BSNL App" (an application for smartphones) recently. Now customer can reserve a number (Choice Number) or buy a fancy number through the Mobile Application that works on Android and ios.

It is well-known that BSNL has a huge hoard of fancy numbers which it is unable to sell through traditional e-auctions. With a huge proliferation of Smartphones in the market, customers now find it easy to do various activities through an application which adds a lot of value to a customer's life. The idea of selling fancy numbers through BSNL My App serves two purposes, first – easy availability of fancy numbers to our customers and second – enable BSNL to sell fancy numbers from its reserves.

It is, however, disconcerting to note that circles have not populated on Sancharsoft a sufficient number of fancy numbers. Some Circles like Andhra Pradesh and Tamil Nadu have about 2 lakh fancy numbers populated on Sanchar soft which sell whereas circles like NE-I, NE-II, Jharkhand, J & K have zero fancy numbers populated on Sancharsoft (As per Annexure 'A' enclosed).

It is requested that Circles should impart special emphasis in propagating 'MyBSNL App' on Smartphones by way of SMS campaign to relevant smartphone users of Circles, put relevant links on circle website, and advertise through post-paid, Landline Bill etc. It is also urged that circles should populate a minimum of 2 lakh fancy numbers on Sancharsoft to enable customers to buy since they have a greater choice which inturn translates into revenue for BSNL.

(Y.N. Singh)
GM (F) – CM

Encls: Annexure – A – inventory of circles
Annexure – B – Process defined.

Copy to :

Director (CM) for kind information.
CGM, ITPC, Pune for kind information.

Sno	CIRCLE	INVENTORY AVAILABLE		NO OF activations from Apr-14 to till Now	
		CYMN_nos	FANCY_nos	FANCY	CYMN
1	ANDAMAN AND NICOBAR	15707	6346	86	572
2	ANDHRAPRADESH	4614	167070	19010	542326
3	ASSAM	46768	6158	209	4698
4	BIHAR	59522	1670	153	10313
5	CALCUTTA	44929	7422	108	7846
6	CHATTISGARH	6228	2811	537	5556
7	CHENNAI	813	4718	1529	72907
8	GUJARAT	47563	2805	668	52040
9	HARYANA	30963	7680	1266	58765
10	HIMACHALPRADESH	31046	7643	370	22877
11	JAMMU-AND-KASHMIR	9925	0	0	489
12	JHARKHAND	12488	0	1	1332
13	KARNATAKA	3042	31430	5000	276347
14	KERALA	8750	56548	7384	114307
15	MADHYAPRADESH	18078	51412	2500	32812
16	MAHARASTRA	86445	23970	3484	34033
17	NE-I	2103	0	1	605
18	NE-II	16640	1312	42	1042
19	PUNJAB	13655	54551	3624	22356
20	RAJASTHAN	67855	28776	1269	101155
21	TAMILNADU	48972	183379	8965	449746
22	UPEAST	23529	45321	1880	21081
23	UPWEST	15291	13460	705	11836
24	UTTARANCHAL	97804	2081	138	4030
25	WESTBENGAL	13522	6465	129	1684
26	ORISSA	0	1292	676	3027
	TOTAL	726252	714320	59734	1853782

I). Introduction:

Launch of Choose your Mobile Number and Fancy Number on android and ios by ITPC through ''MY BSNL APP''for smartphones. With the launch of this functionality, the customer can now buy off the shelf through the mobile application a fancy number at the designated price fixed by BSNL or choose his number and redeem it through a customer service center.

Definitions, Acronyms and Abbreviations:

BSNL	- Bharat Sanchar Nigam Limited
CSC	- Customer Service Centre
CAF	- Customer Application Form
SIM	- Subscriber Identity Module

I) Goals

- To increase the scope and reach to the customer's for obtaining the choice number and Fancy number on a PAN India basis.
- Garner increasing revenues for BSNL.
- Easy to reserve the Choosed number or buy a fancy number of the mobile application.
- To enhance the participation of customers in the selection of the Choose Your GSM Mobile numbers scheme through smartphones.
- Add value to a customer's life.

Work Flow & Description :

The customer is having different approaches for getting Choose Your GSM Mobile Number:
1) The Customer himself can get access to web interface and choose the GSM Mobile Number.
2) The Customer Can approach CSC and ask for the number selection himself across the counter.
3) The customer can approach the Franchisee / Retailer and get a bunch of numbers to select his choice among them and complete the formalities to get the connection.

Process defined

A customer needs to download ''MY BSNL APP''' that is available for all Android and ios driven smartphones. Once the App has been downloaded the customer has to run through the pre designated enquiries to initialize the Application. Once the Application is up and running the customer needs to choose the menu for fancy and chose your number appearing at the bottom of the application marked by the icon of a microscope. The menu option for Fancy number and Chose your number then appears on the screen.

The application gives the user a choice of states, different permutation and combination for choosing different kind of numbers through a filter which appears on the right hand top corner of the application screen. Once a customer makes his choice- for fancy numbers the amount the customer needs to pay appears alongside the fancy number. Upon choosing to pay the customer is then guided through various pay options. Upon payment the customer then needs to go to the nearest customer service center to receive the SIM with the chosen fancy number. The Customer service will ask for the confirmation of ITPC sent through SMS to the customer which she will need to carry along with his to show to the customer service executive. In the case of choose your own number the customer reserves his choice

number. The number shall stay reserved for 72hrs. The customer needs to redeem his chosen number within 72hrs by going to the nearest customer service center and showing the sms from ITPC confirming his reservation.

Backend Process

The Sancharsoft will aggregate the customer reserved choice numbers and fancy numbers purchased and update the Sancharsoft at regular intervals of 30 Minutes. The reserved numbers thus made available can be released through Customer Service Center / Franchisee using their login in Sancharsoft.

The CSC / Franchisee releasing the connection through Sancharsoft:

The CSC / Franchisee can release the connection through Sancharsoft by selecting the Menu → Choice Number → Data Entry. Hise the CSC / Franchisee will be asked to enter the PIN number received by the customer and the Mobile Number on which it is received. If the values given by the Customer are tallied, the CSC / Franchisee will be asked to enter the furthis details as it is done in normal procedure for connection release. If the data is not tallied, it will be rejected. This process will ensure the perfect allocation of the choice number to the reserved customer only and hence customer confidence will increase.