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

No. 25-59/2012/NWO-CFA/IN

Dated: 12-02-2015

To,  
All Chief General Managers,  
Telecom Circle/Telecom District  
BSNL

**Sub.:- E-auction of vanity Landline numbers through sanchar-soft and web auction.**

Respected Sir,

The E-auction module has been developed by ITPC circle and deployed for sale of Landline vanity numbers (including PRI) in addition to the mobile numbers. It is available on "eauction.bsnl.co.in". The respective circle can load the numbers exchange/city wise. The action is available to general public and can participate by paying registration amount. The circles have to fix the base price and also minimum registration amount to be paid by customer. This facility is already being utilized by Chennai and Hyderabad telecom district successfully. The process flow for e-auction of vanity landline numbers is attached for implementation please.

With regards,

Enclosed: Process flow.

*Mukesh Meena*  
(Mukesh Meena)  
DGM (NWO-I CFA)

## **Process flow for E-auction of Vanity Landline Numbers**

### 1. Pre-auction process

- Circles to provide the vanity landline numbers, exchange/city wise with exchange codes.
- Circle to identify Nodal officers for e-auction.
- Date of commencement of Auction and period of Auction, Registration amount and Base amount details to be provided by the circle.
- Exchange codes and Numbers details provided by circle will be uploaded by ITPC.
- Promotion of the E-auction by the circle concerned through SMS/advertisement.

### 2. Helpdesk activities during Auction Period

- Reminders to be forwarded to registered bidder for payment of amount.
- Attending e-auction user queries registered in the web through mail.
- Monitoring the auction process.
- Extension of Auction period if need arises as per the request of the circle.

### 3. Post auction process

- ITPC to forward H1, H2, H3 bidding information to the nodal officer of the concerned Circle(s) for further follow up action.
- Coordinating with Circle Nodal by ITPC in case of grievances reported by registered bidder in the e-auction site in provisioning process.

## **Procedure for bidding of Vanity landline numbers by Customer**

- Customer to log-in to the “e-auction.bsnl.co.in” by registering his mobile number as user. This registration is valid for subsequent auctions also.
- At the time of registration, customer to provide his address and nearest landline phone number to identify the exchange code of the selected area.
- Customer will be able to see the list of numbers pertaining to the area of exchange code given by him.
- Customer need to select the number available in the list presented.
- Customer will be able to bid in the process only after payment of registration charges for the selected number.
- During the bidding process, the customer will be intimated the bid amount quoted by the other participants of the bid, against the selected number through SMS on the registered mobile number.
- Customer can also log-in and view the bidding status of the selected number during the process of bidding.
- At the end of the bidding process, successful bidders will be intimated the auction status (i.e. highest amount quoted against the selected numbers) by SMS/e-mail.
- On receipt of intimation, successful bidder to approach the nearest customer service center with the details of bidding and documents required for Customer acquisition form (CAF).