



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

Dated : 04.03.2013

To

The Chief General Manager
All Telecom Circles/Metro Districts
BSNL.

Sub: Guidelines for effective implementation of e-auction module –Reg.

The E-auction module for auctioning of Premium / Vanity GSM numbers was implemented by ITPC, Hyderabad on PAN INDIA basis on 13-June-2012. It is observed that some circles are not utilizing the e-auction module. In order to increase revenue through e-auction and to make GSM auction popular, following measures are recommended.

1. Every Circle should conduct e-Auction every month without Fail. GSM /CDMA auctions may be conducted simultaneously.
2. Recycle of a vanity number should be avoided. Minimum gap of two cycles must be maintained to fetch better revenue and also to avoid making e-auction monotonous.
3. The follow up with H1 bidder to ensure that number gets activated including sending staff to collect CAF & delivery of SIM for cases in which Bid amount exceeding Rs.25000/-.
4. Follow up with H2 & H3 has to be done to achieve better activation to auction ratio.
5. The Fancy Number sale is available in CYMN module. Customer can reserve the special numbers which are not classified as vanity numbers as per BSNL instructions. These numbers are sold at fixed price of Rs. 863/- (inclusive of S.Tax & SIM cost). These are available all the time. The base price for auctioning numbers should be kept above Rs.863/- (incl of Service Tax plus SIM cost).
6. Quantum of VANITY numbers put on Sale may suitably be decided to get optimum returns. It is observed that few circles are auctioning large quantity of Vanity numbers and some circles are loading less than 50 numbers for auction. 500 to 1000 numbers may be put on sale in each cycle.
7. Wide publicity through different mediums like SMS, Print media, Electronic media, Press release etc may be done.
8. Revenue generated from the sale of Fancy numbers and Vanity numbers may be monitored.
9. CDMA module is also available in e-auction website. All circles may start auctioning CDMA numbers also; however activation of these numbers will have to be done manually.

It is requested to follow the above guidelines and results achieved may be sent to this office at salescmhq@gmail.com at the earliest.

(Upendra Bakolia)
Add. GM(S&M) CM

Copy to :-

1. The Dir (CM) for kind information please.
2. The Sr. GM (Dev.) ITPC Pune.