



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

Dated 12.03.2014

To

The Chief General Managers,  
All Telecom circles  
BSNL

**Subject: Sale of Vanity Numbers – Empowerment to CGMs**

Ref: This office letter no. 32-2/2012-13-S&M-CM dated 18.10.2013

Kindly refer to this office letter under reference vide which revised guidelines for classification/categorization of vanity numbers and the process of e-auction was communicated.

During North Zone review meeting held on 05.03.2014, it was pointed out by some circles that new guidelines issued by corporate office vide letter under reference were very stringent and with the result the sale of vanity numbers has affected adversely. They requested that in order to give boost to the sale of vanity numbers, the heads of circles may be empowered to decide base price for each category of vanity numbers and also to decide modus operandi for sale of vanity numbers as per local conditions and the level of competition prevailing in the circle.

The suggestions have been well taken in this office and it has been decided by the competent authority to authorize heads of circles to suitably fix base price of each category of vanity numbers based on past sold price and devise some effective mechanism to boost sale of vanity numbers.

The impact of this delegation shall be reviewed after six months in terms of revenue earned against sale of vanity numbers in each circle. The empowerment may be continued based on outcome of results.

Fancy numbers included in the list of vanity numbers vide letter under reference may be excluded from e-auction process and may continue to be sold at fixed price of Rs.750/- + ST, as per the past practice. CYMN scheme may also be given adequate publicity to attract new customers.

(Upendra Bakolia)  
Addl. GM (S&M-CM)