



EBU /TN/P1/Vanity/2012-13 / 16

20 November 2012

To
The Principal General Manager/General Manager
BSNL, Tamilnadu circle,
ALL SSA.

Sub: Vanity charges for Vanity Landline Numbers

- BSNL provides landline services to Enterprise customers as per BSNL Guidelines. There are vanity numbers in landline. Enterprise customers in various sectors are interested in availing the vanity landline numbers for their business promotion.

Enterprise Business Unit deals with the customer requesting vanity landline numbers in more than one SSA/across the circle/across the country.

Some of the customers request vanity landline numbers in SSA level only. Approval of Chief General Manager is hereby conveyed for the provision of vanity landline number in SSA for Business firms and Individual customers under the below tariff. This tariff approved is based on the rate approved for the vanity landline proposals from SSAs.

Sl No	Details	Business firms			Individual firms		
		Vanity charges ₹	Creation charges if level has to be created ₹	Total ₹	Vanity charges ₹	Creation Charges if level has to be created ₹	Total ₹
1	Three digit STD code locations	30000	20000	50000	10000	10000	20000
2	Four digit STD code locations	15000	5000	20000	5000	5000	10000

The vanity number pattern is also enclosed herewith for your kind reference.


The requests of customers requesting single number in more than one SSA/across circle/across the country shall be forwarded to Enterprise Business unit.

Hence it is requested that all available vanity landline numbers in SSAs may kindly be listed out. All Enterprise customers in various sectors like travel agencies, call centers, tourist related business firms etc may kindly be approached for grabbing the business.

The details of business grabbed may kindly be sent to this unit in the format enclosed. Vanity landline number provision will fetch additional revenue to BSNL through PRI/landline. Additional IUC revenue will also be there to BSNL.

S#	Name of the customer	SSA	Vanity number	Vanity charges collected ₹
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It is requested that while providing vanity landline numbers credit worthiness of the customer may kindly be ascertained.


(L.KRISHNAMURTHY)
Assistant General Manager (Enterprise Business)
Encl: vanity number pattern

Vanity number pattern

Sl No	7 digit	example	Exchange code =2ab	6 digit	Example	Exchange code =2ab
1	2xxxxxx	2777777	2ababab(a=b)	2xxxxx	277777	2ababab(a=b)
2	2xyxyxy	2737373	2ababab	2xyxyx	273737	2ababab
3	2x2x2x2	2727272	2ababab(b=2)	2x2x2x	272727	2ababab(b=2)
4	2xy2xy2	2762762	2ab2ab2	2xy2xy	276276	2ab2ab
5	2xxxxyy	2777666	2abcccc(a=b)	2xxxxy	277766	2abacc(a=b)
6	2xy(y+1)(y+2)(y+3)	2771234	2abc(c+1)(c+2)(c+3)	2xy(y+1)(y+2)	277123	2abc(c+1)(c+2)
7	2xx0000	2770000	2ab0000	2xx000	277000	2ab000
8	2xyyyyy	2778888	2abcccc	2xyyy	277888	2abccc
9	2xyzxyz	2678678	2abcabc	2xyzxy	267867	2abcab
10	2xy(xy+1)(xy+2)	2676869	2ab(ab+1)(ab+2)	NA	NA	NA
11	2xy2(xy+1)2	2672682	2ab2(ab+1)2	2xy2(xy+1)	267268	2ab2(ab+1)
12	2xyyyxx	2776677	2abzzab(a=b)	NA	NA	NA
13	2xxx000	2777000	2aba000(a=b)	2xxx00	277700	2aba00(a=b)
14	2xxxxx00	2777700	2abab00(a=b)	2xxxx0	277770	2abab0(a=b)
15	2xy2xy0	2432430	2ab2ab0	2xy2xy	243243	2ab2ab

