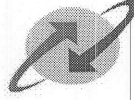


605, Products & Pricing-Consumer Mobility  
Bharat Sanchar Bhawan, New Delhi-1  
Tel No: 23329722 Fax 23329723



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

NO.821-Sr.GM(P&P-CM)/2011

Dated: 9<sup>th</sup> December, 2011

To

All the CGMs,  
BSNL Circles/Districts.

**Subject: Choose Your Mobile Number- launching of scheme reg.**

It has been decided to launch 'Choose Your Mobile Number' Scheme w.e.f. 16.12.11. Under this scheme a customer is enabled to select his mobile number out of list of about one lakh numbers. Thus the scheme not only increases the choice with the customer but also reduces transaction time with the retailer. AP circle has launched this scheme and sold about 77 thousand connections so far.

On the basis of feedback received from the AP circle it has been decided to launch this scheme in all the circles in order to increase the sale of mobile connections. The Software for the same has already been developed by ITPC and detailed documentation etc. is under preparation. Shri Muralidhar, GM, ITPC Hyderabad may please be contacted for all the technical requirements

It has also been decided by the competent authority that AP circle shall be the nodal circle for this purpose and shall coordinate with all the circles for necessary logistics, technical arrangements, information and documentation. Shri T.V. Ramesh, GM(S&M), AP Circle shall coordinate with the circles for this.

As CMD shall be launching this scheme on 16.12.11, circles are requested to coordinate with AP circle/ITPC and be in readiness for launch in their respective circles from the stipulated date.

*Bejoy Mishra*  
(BIJOYANANDA MISHRA) 9.12.11  
Sr.G.M.(Product & Pricing-CM)

Copy to:

1. GM, ITPC, Hyderabad.
2. Sr.GM(VAS)/GM(NWO), BSNL CO.
3. Sr. GM( Nodal) Pune / Kolkata / Trichi and Chandigarh for necessary action with coordination of GM, ITPC, Hyderabad