

General Manager (S & M - CM)

Sales & Marketing - Consumer Mobility

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भारत संचार निगम लिमिटेड

(भारत सरकार का उद्यम)

BHARAT SANCHAR NIGAM LIMITED

(A Government of India Enterprise)



No.GM/S&M-CM/T-343 /E auction /11-12 / dted, the 11.05.2012

To

All Heads of SSAs,

GM(N WO-CM) /TRY/CBT/CNI,

Tamil Nadu circle.

Sub: Launching of GSM premium number auction website for public --reg

Ref:DGM(IT).TN circle Ir no IT-107-6/web/project/2011-12 dted 22/12/2011

Tamil Nadu circle feels proud to inform that E auction for vanity /premium numbers through Web portal for Public has been launched successfully from 11.5.2012.

**The following procedure is to be followed :**

**To get vanity mobile number from BSNL Tamil Nadu through E - auction please log on to website <http://eauction.bsnl.co.in>. Link is available in circle site also.**

**Registration:**

To register with the portal, user has to click on login/register link on the home page and enter his valid mobile number and email id. Only one account can be created with the same mobile number and email id.

**Login:**

After registration, user will receive the password through sms and email. the user can login with his mobile number and the password.

**Payment:**

User can view the available vanity numbers by clicking on the "available numbers" menu, and then to bid for a number, user has to pay non refundable registration fee of Rs. 100 as mentioned against each vanity number through online banking, credit card or debit card. Once after the successful payment of registration fee, the user will be able to bid for that particular vanity number. User can see acknowledgement of the payment made, at "My Transactions" menu.

**Bidding:**

To bid for a number, click on "your bid status" link. Then select the number from the left side box and then press on "click to bid" button that will show the user with bid value.).

**For the first time, the E auction is opened for public from 11/5/2012 to 19.5.2012.All out efforts should be taken individually to gear up the marketing and make this project a huge success.**

(K.Rathakrishnan)

Deputy General Manager (Sales -CM),

Tamil Nadu Circle, Chennai.

Copy to :GM(Fin)/GM(TR)/GM(IT) –TN circle.