



No. 32-2/2012-13/S&M-CM/31

Dated: 18.01.2013

To

The Chief General Managers,  
All Telecom Circles/Metro Districts,  
BSNL.

Sub: E-auction Status of Vanity numbers – need to enhance sales thereof.

In reference of above mentioned subject, it has been informed by ITPC Circle Hyderabad that a sum of Rs 86 Lakh only has been realized out of actual bid amount of Rs. 6.54 crore during past six months through E-auction of vanity numbers.

In view of above Circles are requested to:

1. Follow up with the Customers who have done bidding to ensure realization of bid amount.
2. Increase the publicity of E-auction of vanity numbers.
3. Increase awareness among customers about SMS based bidding and Web based bidding with option to pay online as e-auction supports both. The winners of bid can approach any CSC in the state with the pin numbers and get connection activated.

It is requested to follow the above and send action taken report to this office at [salescmhq@gmail.com](mailto:salescmhq@gmail.com) by 30.01.2013

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

Copy to:-

1. Sr. GM(Development), ITPC Circle, Hyderabad.