

Eligibility for participating in the E-auction:

The subscribers intending to participate in the Auctioning of the BSNL Mobile Numbers for getting the Vanity / Premium BSNL Mobile Numbers of the circle are required to fulfill the following eligibility conditions.

- Participants shall be Residents of the selected State and shall possess the Address proof.
- All the existing BSNL Mobile Post-paid & Pre-paid customers intended to change their existing Mobile Number to vanity / Premium Numbers.
- Any new customers who possess resident address proof in the state can bid through their family / friend's BSNL Mobile number. However in such cases the liability to pay the amount, if declared highest shall remain with BSNL cellular subscriber from whom the bid is made.
- New customers can also take a new BSNL Mobile connection on usual procedure through any of the BSNL POS and bid through the same Mobile Number. Once the vanity/Premium number is awarded being highest bidder, the change of number can be done.

Customer Registration (Free):

The Customer can register for the first time, by entering E-mail ID, BSNL Mobile Number. The customer thus registered will get an E-Mail and SMS with the password to confirm the registration. The customer needs to click on this link for completing the registration process. The customer registration is free of cost.

Customer Login:

The web registered customers can login to the auction web site by providing username and password. Once the authentication is success, the customer is allowed to modify his personal details in his profile. E-Mail ID / Mobile number given will be taken as criteria to disallow the customer for another registration with the same parameters. The customer can opt for bidding alerts through SMS / web or from both.

Premium Number Registration:

On successful login to the website <http://eauction.bsnl.co.in>, the customer need to select the premium / vanity number from available list, or use an option to search by giving few digits. On viewing the Premium numbers list as desired by him, the customer can personalize the selected numbers in his viewing pattern, so that on every login, he can monitor the number for which he is in the process of bidding and the numbers for which he is intended to join for bidding. The general view will have the list of Numbers in Level I, Level II and Level III as per the sorting order by current highest / lowest bid.

The customer need to select the number from available list and proceed for online payment of Registration charges (**i.e. 50% of base price**) as fixed by the concerned circle. The customer can select any number and for each number applicable amount of 50% of base price of vanity number or an amount decided by the circle will be required to pay for participating in the bidding. The customer has been felicitated by providing the payment gateway option through web interface, where the customer can select the payment option mode like Credit Card / Debit Card / online banking.

Bidding Process:

The customer **can bid for one or more number of registered Premium numbers** and monitor its progress through web site. The customer can also monitor the trend in bidding for his selected Premium Numbers, so that he can join the bidding process at his choice level of bidding. However, apart from his selections, the customer will have a general view of the bidding process in progress for all premium numbers with a selection of highest going bid or the least bid number in sorting order.

The customer can have a choice of selecting the Premium numbers from five categories as decided by BSNL, like Level I, Level II, and Level III. The rates are fixed for minimum allowed amount by the respective circle EB / Marketing nodal in charges.

The customer will be given an option to bid against his choice number, the price opted should be above Reserved price for each level and is in multiples of the amount prescribed by the circle for an incremental value at a time (or else the pattern of increase as decided by the BSNL HQ). This uniform method followed for bidding will result in a healthy competition for bidders and right person will get a chance to win his choice Premium number.

The bidding process stops on reaching the dead line, i.e. date and time predefined by the circle nodal for auctioning. The results will be announced instantly with a list of first three successful bidders in the order of their bidding price for a particular number.

E-auction Terms and Conditions:

The customer has to pay the Registration Fee through online for selected vanity mobile number. After paying registration fee customer has to place the bid compulsory. The prospective customer/firms must be a Citizen of India/ Indian Registered Company.

- The customers (other than H1, H2, H3 bidders) Registration Fee is refunded within 10 days after completion of e-auction cycle end date of that state.
- If H1 has taken SIM for H1 bid amount, then H2, H3 customer registration fee is refunded within 20 days after completion of e-auction cycle end date of that state.
- If H2 has taken SIM for H2 bid amount in case of H1 failed to take bid number, then H1 Registration fee will be forfeited and H3 registration fee is refunded within 30 days after completion of e-auction cycle end date of that state.
- If H3 has taken SIM for H3 bid amount in case of H1, H2 failed to take bid number, then H1, H2 Registration fee will be forfeited.
- The Highest bid amount to be paid is only for allotment of vanity mobile number. All other charges for creation of mobile numbers and additional mobile services are as per the BSNL Published Tariff.
- The vanity number will be allotted to highest bidder on receipt of (Bid amount – registration fee) + GST at any BSNL Customer Service Center within the given time frame, subject to the verification of all required documents.
- The Vanity number should not be sold to others by the highest bidder after the award, if so BSNL has the right to cancel the same.
- BSNL reserves the right to modify these Terms and Conditions at any time by notice on this portal with immediate effect
- BSNL reserves the right to accept any of the successful bid or even to reject based on anticipated auction price and may repeat the auction process for particular or a group of vanity nos.
- BSNL reserves the right to cancel the allotment without assigning any reason.

The first successful bidder will be chosen for completion of bid payment, submission of CAF details and receiving the SIM from the nearest Customer Service Center. After the AUCTION completion a system generated E-Mail / SMS will be sent to the highest bidder asking him to present himself with ID proof and make payment for the number / numbers of his choice. The customer need to accept at least one premium number if he has bid for more than one. The customers will be given a suitable alert as per his choice (either on SMS or E-Mail or both of them). Whenever any customer bids higher value for his choice number, SMS will be sent to all registered bidders who have bid lower than the present customer's bid value for that number.

Other Points related to Bidding:

1. Existing BSNL customer can bid for a vanity number for changing his/her number. Existing BSNL customer can also bid for taking a new connection. Allotment of vanity number shall be subjected to submission of CAF and other prescribed verification procedure in both cases.
2. The registration charges will be adjusted in the bid amount of those successful bidders who ultimately purchase the number, irrespective of the bid value.
3. The minimum reserve price mentioned against each vanity numbers in the list. Applicable taxes will be extra. The bidding shall be allowed in multiples of Rs.100/- above the minimum reserve price.
4. Bid below the minimum reserve price shall not be accepted.
5. At the end of auction, (H1) bidders shall be informed by BSNL, about their status and request them to provide Name, Address and details of ID (to ensure that number is allotted to selected customer only). These details shall be used to contact the selected bidder. Therefore it is very essential that bidders are always available on the mobile phone.
6. If the highest bidder H1 fails to deposit the bid amount with BSNL Nodal Officer within 5 working days of intimation, the number shall be offered to the next incoming e-auction cycle.
7. In case a bidder, when intimated to deposit the bid amount, fails to deposit the amount, then his/her BSNL mobile number shall be debarred from all future auction of Vanity/Choice numbers.
8. For bided amount applicable taxes shall be extra.
9. Selected bidder can have his/her choice number under any existing mobile plan (prepaid or postpaid) of BSNL. However the normal SIM/Activation charges, Security Deposit (in case of Postpaid plan) etc., shall be charged extra on actual basis.
10. Amount paid for the vanity number taken in auction is non-refundable.
11. Entire bid amount shall have to be paid in single installment before obtaining the choice vanity number.
12. BSNL Circle reserves the right to cancel allocation of any vanity number at any time without assigning any reason.

Approaching of successful bidder for new connection:

The successful bidder can approach the nearby CSC by showing the SMS intimation for vanity / premium number. The CSC in-charge can generate the invoice for payment of bidding amount / the balance of BID amount after deduction of required Deposits which are already paid through Auction portal. After payment of bidding amount along with the CAF should be submitted to the CSC. After entering the CAF details in to Sanchar soft by pairing the vanity / premium number a new basic SIM will be issued to the Customer.

For registration and details e- auction, the customers will have to access the site “<http://eauction.bsnl.co.in> “