



## 1.) DETAILED INSTRUCTION OF E-AUCTION

### 1) Eligibility for participating in the Auction

- a. Participants shall possess a valid address proof as per the existing guidelines of Govt. of India.
- b. All the existing BSNL Mobile Post-paid & Pre-paid customers intended to change their existing Mobile No. to vanity/Premium Numbers.
- c. Any new customers who possess valid address proof 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.
- d. 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.

### 2) Registration through web

The customer will access the web site <http://eauction.bsnl.co.in> for getting registered to participate in web based auction of GSM premium mobile numbers. The initial registration though the portal <http://eauction.bsnl.co.in> is free.

- Customer can register through “Login/Register” link in menu bar. After successful registration customer will be informed a password via SMS & E-mail.
- Customer has to click “Login” & login using the password received & click accept term & condition to proceed further.
- After successful login customer will be directed to welcome page. Customer can change password using “change password” option available in menu bar. Customer can fill his details in “profile form”. Customer can select the vanity numbers by clicking “available numbers”.
- To bid for a vanity number, customer has to register with registration fee (non refundable) as mentioned below:-

- |               |                                     |
|---------------|-------------------------------------|
| 1. Rs. 150/-  | For base price up to Rs 10000/-     |
| 2. Rs. 300/-  | For base price up to Rs 30000/-     |
| 3. Rs. 500/-  | For base price up to Rs 50000/-     |
| 4. Rs. 1000/- | For base price more than Rs 50000/- |

- After paying the requisite registration charges for the number, customer can bid for the particular number available in “My Bid status” menu. Customer can start bidding numbers for which registration is successful.
- Selecting number on the left hand side (blue background), customer can see the number of bids and it's current bid value. Incremental value for bidding has been fixed as 10% for of base value.
- If the customer wants to bid higher than the present maximum bid value, he can click “click to bid”. His/her bid will be present with “current bid value+ one more incremental value”. His/her bid will appear along with the amount bid by him/her in RED colour.



### 3) Registration through SMS

#### Bidding Process through SMS by existing BSNL Customers

#### 1. REGISTRATION:-

Send SMS REGVAN for normal Registration.  
Send SMS **REGVAN** to 56666.

Normal Registration will be charged @Rs.3/-.

#### 2. VANITY NUMBER LIST:-

To know the VANITY numbers list, send SMS :

VLIST<SPACE><CIRCLE SHORT CODE><SPACE>< PATTERN> to 56666.

eg: **VLIST HP 12345** TO 56666

Rs.3/- will be charged for the above SMS.

#### 3. BIDDING:-

1. To know the highest bid available for your choice number send SMS :

CHOICE<SPACE>10 digit mobile number to 56666.

eg: **CHOICE 9400000000** to 56666.

Rs.3/- will be charged for the above SMS.

2. To participate in bidding for a vanity/premium number send SMS:

CHOICE<SPACE><10 digit mobile number><SPACE>Y to 56666.

eg: **CHOICE 9400000000 Y** to 56666.

***(Non refundable Registration amount of Rs.150/300/500/1000 will be charged for the above SMS. Now customer can be able to participate in bidding for the above registered number.)***

3. To bid for a Vanity number send SMS:

CHOICE<SPACE>10 digit mobile number<SPACE>AMOUNT to 56666.

eg:- **CHOICE 9400000000 20000** to 56666.

(To bid for the mobile number 7650000000 at an amount Rs.200000/-)  
Rs.3/- will be charged for the above SMS