

## **Bidding Procedure & Other Terms and Conditions for the Auction of Vanity/VIP Mobile Numbers**

1. The bidding shall commence at **10:00 Hrs on 04/07/11** and shall continue till **10:00 Hrs of 13/07/11**.
2. Only cellular (both post-paid & pre-paid) subscribers of BSNL, Gujarat Telecom Circle can participate in the auction. A non-BSNL cellular subscriber then can bid through friend's/relative's BSNL cellular number of Gujarat Telecom Circle. However in such cases the liability to pay the amount, if declared highest, shall remain with the BSNL cellular subscriber.
3. Existing Post-paid customer can also bid for change of his/her existing number.
4. **Subscribers can check for their choice vanity/VIP number on Gujarat circle website (www.gujarat.bsnl.co.in).**
5. It is mandatory that all serious bidders should first get registered for being eligible for bidding. **For registration, intending bidder shall send SMS REGVAN<SPACE>10 DIGIT Mobile Number (for which he/she wants to bid) to 56666.**

For example if a customer is getting registered for vanity mobile number 9429000000, then the SMS shall be as below;

**REGVAN 9429000000 send SMS to 56666**

6. Rs 1.50 shall be charged for this SMS. Besides another Rs 50.00 towards registration shall be deducted from the talk-value balance (for Pre-paid bidder). For Postpaid bidder, amount of Rs 1.50 and Rs 50.00 shall be sent to billing system for adding to bidders debit.
7. After successful registration, subscriber shall be informed that "You are now successfully registered to bid for mobile number 94xxxxxxx".
8. Step 3, 4 & 5 above shall be repeated for each number for which a subscriber wants to bid. (e.g. if a subscriber wants to bid for 9429000000 & 9429000001 then he should get registered for both these numbers separately and for both these registrations, he shall be charged Rs 1.50+Rs 50.00 separately)
9. **To bid for a number, send following SMS to '56666';**

**CHOICE<SPACE>10 DIGIT MOBILE NUMBER<SPACE>AMOUNT**

For example if a customer is bidding Rs 15,000.00 for mobile number 9429000000 then his/her SMS shall be as below;

**CHOICE 9429000000 15000 send SMS to 56666**

10. The customer shall receive a back SMS intimating about the highest bid already received for this number. If your bid is highest then it shall be confirmed in the back SMS.
11. During the process of bidding, as and when any bidder exceeds your bid, which was intimated as the highest, then an intimation shall be given to you through SMS.
12. To know the highest bid already available for a choice number, following SMS is to be sent to '56666';

**CHOICE<SPACE>MOBILE NUMBER send SMS to 56666**

For Example to know the highest bid already available for the choice number 9429000000 send following SMS to '56666';

**CHOICE 9429000000 send SMS to 56666**

For this no registration is required. This SMS will be charged @ Rs.1.50.

13. Similarly bidder can also check inclusion of number of his/her choice in vanity number auction list through SMS. For this he shall have to send SMS "LAST<SPACE>(LAST 1, 2, OR UPTO 5 DIGITS OF NUMBER) to 56666 to know all the numbers with those last digits are included in the auction. No registration is required for this.
14. Bid below the minimum reserve price, shall not be accepted.

15. Each SMS, sent to 56666, shall be charged @ Rs1.50 per SMS.
16. Bid shall be acceptable in multiples of Rs. 100.00 only. For example, if the current bid for a choice number is Rs 1500.00, then the next bid can be any amount above Rs 1500.00 in multiple of 100 i.e. Rs 1600.00, Rs 1700.00 etc.
17. During bid, a bidder can increase previous bid by maximum of Rs. 10000.00. Moreover, an existing highest bidder cannot exceed his/her own bid by any amount unless somebody else exceeds his/her bid amount. First initial bid for any number cannot be accepted beyond Rs. 25,000.
18. At the end of auction, top three (H-1, H-2 & H-3) bidders shall be informed by BSNL about their status and request them to provide Name, Address, Contact details and details of the ID of the actual bidder i.e. the person to whom vanity will be allotted (to ensure that number is allotted to the correct customer only which may be holder of the BSNL mobile through which the bid was made or the friend/relative of the holder of the BSNL mobile through which the bid was made). These details shall be used to allot the vanity nos. to the selected bidder. Therefore, it is very necessary that bidders are always available on the mobile phone.
19. In case the highest bidder(s), when contacted to deposit the bid amount refuses, his/her BSNL Mobile number shall be debarred from next round of auction (only one auction). However if the same subscriber has been offered multiple Vanity/VIP numbers and he/she ultimately purchases at least three numbers, then his/her number shall not be debarred.
20. If the highest (H-1) bidder fails to deposit the bid amount with BSNL (of concerned city (SSA)) within 15 working days of intimation, then the number shall be offered to second highest (H-2) bidder at his/her second highest bid price.
21. If the second highest (H-2) bidder also fails to deposit the bid amount with AO (Mobile) of concerned SSA within 15 working days of intimation, then the number shall be offered to third highest (H-3) bidder at his/her third highest bid price.
22. **H-2 bidder will be offered only if the H-2 bidder is within 80% of the bid quoted by the H1 bidder. Similarly H3 bidder will also be offered only if the H-3 bidder is within 70% of the bid quoted by the H1 bidder.**
23. **Bid amount is exclusive of all taxes.**
24. Selected bidder can have his/her choice number under any existing cellular plan, Post-paid or Pre-paid, of BSNL. However the normal SIM/Activation Charges, Security (in case of Post-paid plan) etc shall be charged extra on actual basis.
25. No extra charges are payable in case of the selected number is to be changed for a post-paid connection.
26. Amount paid for the vanity/VIP number is non-refundable and it is also clarified that the entire bid amount shall have to be paid in single installment before obtaining the vanity/VIP number.
27. Registration fee of Rs. 50/- will be adjusted in respect of successful bidder at the time of depositing the bid amount.
28. A bidder can also withdraw or cancel his/her bid during the bidding period by making a request to Call Center at **1503** and not by sending SMS. However registration fee of Rs. 50/- will not be refunded to the bidder.
29. BSNL Gujarat Circle reserves the right to cancel allocation of any vanity/VIP number at any time without assigning any reason.
30. In case of any dispute BIDDING server time will be treated as final; it may differ from SMS server.