



भारतीय दूरसंचार विनियामक प्राधिकरण  
TELECOM REGULATORY AUTHORITY OF INDIA  
भारत सरकार /Government of India



Dated : 15<sup>th</sup> July, 2019

**DIRECTION**

**Subject:** Amendment to Direction No. 311-31/2012-QoS dated the 14<sup>th</sup> November, 2014 regarding prefixing of code of service provider and service area to the alpha-numeric identifier of all commercial SMSs which are sent with only sender identification and without the normal ten digit mobile number.

No. 311-04/2019-QoS-----Whereas the Telecom Regulatory Authority of India [hereinafter referred to as the Authority], established under sub-section (1) of section 3 of the Telecom Regulatory Authority of India Act, 1997 (24 of 1997) (hereinafter referred to as "TRAI Act, 1997", has been entrusted with discharge of certain functions, inter alia, to regulate the telecommunication services, protect the interests of consumers of the telecom sector, ensure technical compatibility and effective inter-connection between different service providers, lay-down the standards of quality of service to be provided by the service providers and ensure the quality of service and conduct the periodical survey of such service provided by the service providers so as to protect the interest of the consumers of telecommunication services;

2. And whereas the Authority, in exercise of the powers conferred by section 13, read with sub-clauses (i) and (v) of clause (b) of sub-section (1) of section 11 of TRAI Act, 1997 issued a Direction No. 104-17/2008-MN dated the 10<sup>th</sup> December, 2008 directing that the alpha-numeric identifier of all commercial SMSs, which are sent with only sender identification and without the normal ten

digit mobile number, shall be prefixed by the code of the service provider and the code of the service area as contained in the Annexure A and Annexure B, respectively, of the said Direction followed by a dash and the sender identification;

3. And whereas after the issuance of the Direction, referred to in the preceding para, some service providers have ceased operation and licenses have been issued to new service providers necessitating re-allocation of the codes for the service providers;

4. And whereas Direction dated the 10<sup>th</sup> December, 2008 was amended vide direction No. 311-31/2012-QoS dated 14<sup>th</sup> November, 2014 and was substituted its Annexure 'A', containing revised list of codes for the service providers;

5. And whereas after issuance of the Direction dated 14.11.2014, referred to in the preceding para, some service providers have ceased operation and license has been issued to a new service provider who have requested for allocation of Service Provider Prefix Code for the alpha-numeric identifier of all commercial SMSs;

6. Now, therefore, the Authority, in exercise of the powers conferred by section 13, read with sub-clauses (i) and (v) of clause (b) of sub-section (1) of section 11 of TRAI Act, 1997, hereby amends the Direction dated the 14.11.2014 substituting its Annexure 'A', containing the list of codes for the service providers, with the Annexure 'A' annexed with this Direction containing the revised list of codes for the service provides.

Enclosure: Annexure 'A'



(Asit Kadayan)  
Advisor (QoS)

**To**  
All Access Providers.

**Annexure-A**

<b>LIST OF CODES FOR SERVICE PROVIDERS</b>		
<b>S. No.</b>	<b>Name of Service Providers</b>	<b>Code Allocated</b>
1	Aircel Ltd Dishnet Wireless Ltd	<b>D</b>
2	Bharti Airtel Ltd Bharti Hexacom Ltd	<b>A</b>
3	Bharat Sanchar Nigam Ltd	<b>B</b>
4	M/s Quadrant Televentures Limited	<b>Q</b>
5	Mahanagar Telephone Nigam Ltd	<b>M</b>
6	Reliance Communications Ltd	<b>R</b>
7	Reliance Jio Infocomm Ltd	<b>J</b>
8	Reliance Telecom Ltd	<b>E</b>
9	Tata Teleservices Ltd Tata Teleservices (Mah) Ltd	<b>T</b>
10	Vodafone Idea Ltd.	<b>V</b>
11	V-CON Mobile & Infra Private Ltd.	<b>C</b>

Note:

1. The service code 'V' at Sr. No. 10 allocated to Vodafone Group of companies will now be applicable for Vodafone Idea Ltd. M/s Vodafone Idea Ltd. shall configure their network within two month from the date of issue of this direction.
2. The service code 'Q' at Sr. No. 4 allocated to M/s Quadrant Televentures Ltd.(QTL) in place of Code 'H' erstwhile in the name of HFCL Infotel Ltd. M/s Quadrant Televentures Ltd. shall configure their network within one month from the date of issue of this direction.