

**Information note to the Press (Press Release No. 8 /2008)**

**TELECOM REGULATORY AUTHORITY OF INDIA**

For Immediate release.

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**Short Consultation on Amendment to the Telecom Unsolicited Commercial Communications (UCC) Regulations, 2007**

**New Delhi, 16<sup>th</sup> January, 2008.** Today Telecom Regulatory Authority of India (TRAI) has issued short consultation on the **proposed amendment** to the Telecom Unsolicited Commercial Communications Regulations, 2007 issued on 5<sup>th</sup> June, 2007. The objective is to increase the effectiveness of these regulations by providing some financial sanctions to non-compliant Telecom Service Providers and thereby reducing the nuisance and inconvenience to the subscribers of telephone/mobile services from the unsolicited tele-marketing calls/messages.

The Authority has set up the National Do Not Call (NDNC) Registry which is operational since October 2007. For giving wide publicity, the Authority, had advertised in the leading National dailies, the procedure for registering in NDNC. The Authority also held a series of meetings with the service providers to ensure effective implementation of the Regulations. Till date, more than 7.5 million phone users have registered for 'Do Not Call' in NDNC Registry. 12183 telemarketers have got themselves registered. The NDNC is being accessed by around 600 tele-marketers daily for scrubbing their calling list. Out of approximately 85 million numbers uploaded by the telemarketers for scrubbing, 78 million numbers were cleared by NDNC for calling.

The telemarketing calls have engaged the attention of our Parliament, the Hon' Supreme Court of India, the Hon' High Court of Delhi, the Reserve Bank of India, and the State Commission (Consumer) of Delhi. Besides there have also been a number of consumer complaints made to the Authority about telemarketing calls. Financial sanctions as an effective deterrent to non-

compliance of the Telecom UCC Regulations, 2007 (4 of 2007) has become a necessity.

In order to provide some financial sanctions for the non compliance by the telecom service provider, it has been provided by this Amendment that if any telecom service provider does not comply with the provisions of the Telecom UCC Regulations, 2007 (4 of 2007), it shall be liable to pay an amount not exceeding Rupees five thousand for the first non-compliance and in case of second or any subsequent non-compliance, an amount not exceeding Rupees twenty thousand for each non-compliance. Also it is proposed to revise the tariff to be levied from the registered telemarketer to Rupees five hundred for the first unsolicited call and and Rupees one thousand for second or any subsequent unsolicited call.

The full version of the draft Regulations is available on TRAI web site [www.traigov.in](http://www.traigov.in). All the stake holders are requested to send their response to TRAI by 23<sup>rd</sup> January 2008.

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