

**Information note to the Press (Press Release No. 52 /2011)**

For Immediate Release

**Telecom Regulatory Authority of India**

**TRAI imposes Re. 0.05 as promotional SMS Charge and specifies more categories under Transactional Messages**

**New Delhi, 24<sup>th</sup>October, 2011:**The Telecom Regulatory Authority of India (TRAI) today issued “The Telecom Commercial Communications Customer Preference (Seventh Amendment) Regulations, 2011”. The Authority also issued a Direction specifying certain categories of SMS as Transactional messages.

2. The Telecom Regulatory Authority of India (TRAI) had issued “The Telecom Commercial Communications Customer Preference Regulations, 2010” on 1st December 2010. All the provisions of these regulations came into force from 27<sup>th</sup> September 2011. In these regulations, the Authority has specified a number of deterrent measures to stop commercial SMSs to telecom consumers who have registered themselves with the National Customer Preference Register. However, in order to further deter the sending of promotional SMSs, the Authority has now prescribed ‘a promotional SMS charge’ of Re. 0.05 (five paise only) payable by an Originating Access Provider to the Terminating Access Provider for each promotional SMS sent by a registered telemarketer from the network of the Originating Access Provider to the network of the Terminating Access Provider.

3. To further streamline the Telecom Commercial Communications Customer Preference Regulations, the Authority has also allowed Transactional message sending entities to send Transactional messages without registering as telemarketer with TRAI. The Authority has also mandated that these entities will have to enter into a standard agreement with their Access providers for obtaining any telecom resources and has exempted the transactional message sending entities from the limit of 100 SMS per day per SIM.

4. Further to strengthen the registering and redressal of the complaints, the Authority has allowed the consumers to add a brief description of UCC in the SMS format already prescribed for registeringsuch complaints.

5. In the Direction also issued today, the Authority has includedthe following categories of SMSs in the definition of transactional message:-

- (i) information sent by e-commerce agencies in response to e-commerce transactions made by their customers;
- (ii) information sent by a company or a firm or depository participant registered with Securities and Exchange Board of India (SEBI) or Insurance Regulatory Development Authority (IRDA) or Association of Mutual Funds in India (AMFI) or National Commodity & Derivative Exchange Ltd. (NCDEX) or Multi Commodity Exchange of India Ltd. (MCX) to its clients pertaining to the account of the client;
- (iii) information sent by a registered company to its employees or agents or to its customers pertaining to services or goods to be delivered to such customers;

6. The **“The Telecom Commercial Communications Customer Preference (Seventh Amendment) Regulations, 2011”** and Directionare available on TRAI website <http://www.trai.gov.in>.

**Contact Details in case of any clarifications**

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**Authorised to issue**

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