

Information note to the Press (Press Release No. 53 /2011)

For Immediate Release

Telecom Regulatory Authority Of India

TRAI extends the 100 SMS per day per SIM limit to 200 SMS per day per SIM.

New Delhi, 1st November, 2011: All the provisions of “**The Telecom Commercial Communications Customer Preference Regulations, 2010**” issued have come into force from 27th September 2011.

2. **The Telecom Commercial Communications Customer Preference Regulations** provide a restriction that no Access Provider shall permit sending of more than one hundred SMS per day per SIM except telemarketer or transactional message sending entity. The Authority has received representations from some of the service providers and consumers to increase the limit of 100 SMS per day per SIM. The Authority has considered these representations and decided to increase the limit of one hundred SMS per day per SIM to two hundred SMS per day per SIM.

3. The “**The Telecom Commercial Communications Customer Preference Regulations, 2010**” and Direction are available on TRAI website <http://www.trai.gov.in>.

Contact Details in case of any clarifications

A. Robert J. Ravi, Advisor (QoS&SP),

Telecom Regulatory Authority of India
MahanagarDoorsancharBhawan,
JawaharLal Nehru Marg, New Delhi-110 002
Tel.: 011-23230404
Fax: 011- 23213036
E-mail : advqos@tra.gov.in

Authorised to issue

**A. Robert J. Ravi
Advisor (QoS& SP)**