

**Telecom Regulatory Authority of India**  
**Mahanagar Doorsanchar Bhavan**  
**Jawaharlal Nehru Marg, Next to Zakir Hussain College**  
**New Delhi – 110 002**

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Dated the 10<sup>th</sup> July, 2013

**DIRECTION**

**Subject: Amendment to Direction F.No.305-15/2011-QoS dated the 4<sup>th</sup> July, 2011 on obtaining explicit consent of consumers for subscribing and renewing of Value Added Services.**

F.No.305-15/2011-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; 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 telecommunications service;

**2.** And whereas the Authority, vide Direction F.NO. 305-15/2011-QOS dated the 4<sup>th</sup> July, 2011, directed all Access Service Providers (including M/s Bharat Sanchar Nigam Ltd. and M/s Mahanagar Telephone Nigam Ltd.) to ensure, within thirty days of issue of the said Direction, that -----

- (i) in all cases where the value added services are activated through Out Bound Dialer or service provider initiated call or during pre-call ring-back announcements (both voice as well as automated) and where a consumer dials a specified telephone number or short code or a telephone number providing interactive session for subscribing to a Value Added Service, the service provider shall obtain confirmation from the consumer through consumer originated SMS

or e-mail or FAX or in writing within twenty four hours of activation of the value added service and charge the consumer only if the confirmation is received from him for such value added service and shall discontinue such value added service if no confirmation is received from the consumer;

- (ii) every service provider shall, at least three days before the due date of renewal of a value added service, inform the consumer through SMS, the due date for renewal of such service, the charges for renewal and toll free telephone number for unsubscribing the value added service; and
- (iii) if there is insufficient balance in the account of a consumer at the time of renewal of subscription to a value added service, the service provider shall send a request, through SMS, to the consumer to indicate his consent for continuing such service by sending an SMS as "Yes" or "No" to a toll free number and if, in response to such request, the consumer indicates his explicit consent by conveying "Yes", such value added service shall be renewed and such consumer shall be informed by the service provider through SMS that the charges for renewal of subscription of value added service shall be deducted from subsequent recharge.

**3.** And whereas subsequent to the issue of the said Direction, the Authority received representations from the associations of service providers such as Cellular Operators Association of India (COAI), Association of Unified Telecom Service Providers of India (AUSPI) and from access service providers that the provisions of the said Direction, which make it obligatory for the service provider to obtain confirmation from the consumer through consumer originated SMS or e-mail or FAX or in writing within twenty four hours of activation of the value added service and charge the consumer only if the confirmation is received from him for such value added service and discontinue such value added service if no confirmation is received from the consumer, would significantly harm and slow down the growth of value added services;

