

**Information note to the Press
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TELECOM REGULATORY AUTHORITY OF INDIA

For Immediate release

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Consumer Preference Registration to stop Unsolicited Commercial Communication to start from 10th Feb 2011

New Delhi, 31st January, 2011 – The Telecom Regulatory Authority of India (TRAI) today issued “**The Telecom Commercial Communications Customer Preference (Third Amendment) Regulations, 2011**”. The Telecom Regulatory Authority of India (TRAI) had issued “The Telecom Commercial Communications Customer Preference Regulations, 2010” on 1st December 2010. Having regard to security audit of the website to be created for the purpose of these regulations and other processes involved, the principal regulations were amended on 14th December, 2010 and subsequently amended on 28th December 2010. As per these amendments, the telemarketer’s registration had to start from 15th January, 2011 and other operational provisions were required to be implemented from 1st February, 2011. The telemarketer’s registration has already commenced from 15th January 2011.

The Telecom Commercial Communication Customer Preference Regulations 2010 accordingly provides in schedule-III, allocation of separate number series for telemarketers. Pursuant to the efforts of TRAI, Department of telecommunications (DoT) has allocated separate numbering series starting with ‘70’ for telemarketing activities. The number series allocated to each Access provider by DoT was communicated to Access providers who have accordingly made

arrangements for configuration of networks, configuration of filtering solution to stop UCC calls etc. The fact that telemarketing calls will start from '70' numbering series was also given wide publicity.

However on 31st January, 2011, DoT has communicated a fresh numbering series beginning with the number '140' in place of '70' number series. Communicating the same to all the Access Providers and carrying out the required changes would require time. Therefore, The Authority is compelled to change the date of implementation of operationalization of the 'Telecom Commercial Communications Customer Preference Regulations, 2010' to 1st March 2011.

At the same time, it is possible to go ahead with the registration of customer preferences. The regulation provides that the customer preferences would be effective within seven days. The Authority has, therefore, decided to start Customer preference registrations from 10th February 2011, so as to take the process forward.

The telemarketers' registration has already started on 15th January 2011 as per schedule. The response to the telemarketers' online registration has been good. As already indicated, all existing as well as new telemarketers have to register with TRAI at www.nccptrai.gov.in immediately and take telecom resources from Access Providers, after entering into requisite agreements.

Details of these amendments are given on TRAI website www.trai.gov.in

Contact Details in case of any clarifications

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Authorised to issue

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