

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

For Immediate release

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TRAI issues “The Telecom Commercial Communications Customer Preference (Fifth Amendment) Regulations, 2011”

New Delhi, 18th March, 2011 – The Telecom Regulatory Authority of India (TRAI) today issued **“The Telecom Commercial Communications Customer Preference (Fifth Amendment) Regulations, 2011”**. The Telecom Regulatory Authority of India (TRAI) had issued “The Telecom Commercial Communications Customer Preference Regulations, 2010” on 1st December 2010. As per the provisions of regulations, the telemarketer’s registration has started from 15th January, 2011 and Customer preference registrations has started from 10th February 2011. Other operational provisions were required to be implemented from 1st March, 2011.

“The Telecom Commercial Communication Customer Preference Regulations, 2010” provides allocation of separate number series for telemarketers in schedule-III. DoT has communicated a fresh numbering series beginning with the number ‘140’ on 31st January, 2011. This new number series allocated by DoT are only for mobile services of the licenses and levels for fixed network was to be allocated by DoT after resolving the issue of CLI for telemarketing operations using fixed line network. However, the number series for fixed network are still not allocated by DoT. Access Providers have indicated that it will not be possible to provide all the resources to for telemarketing from mobile networks only due to high traffic originated from such calls. Due to non availability of numbering resources from

fixed line network from DoT date of implementation of relevant clauses of The Telecom Commercial Communications Customer Preference Regulations, 2010 has been extended upto 21st March, 2011 through the fourth amendment on 28th February, 2011 . However, till date DoT has not allocated the numbering resources for telemarketers from fixed line network. This new numbering series will be required to be implemented by all Access Providers before allocation of resources to telemarketer. For this purpose time will be required by Access Providers to change the configuration in their system and test the new series. No time frame is available with TRAI regarding allocation of number resources by DoT. Accordingly, relevant clauses of “The Telecom Commercial Communications Customer Preference Regulations, 2010” have been amended and exact date of implementation of various clauses would be notified once number resources for telemarketing from fixed line network are allocated by DoT.

Details of these amendments are 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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