

**Information note to the Press (Press Release No. 70 /2012)**

For Immediate Release

**Telecom Regulatory Authority of India**

**Implementation of “The Telecom Commercial  
Communications Customer Preference Regulations”**

**New Delhi, 29<sup>th</sup> March, 2012:** TRAI has issued “The Telecom Commercial Communications Customer Preference Regulations, 2010” on 1<sup>st</sup> December 2010. All the provisions of the regulations have come into force from 27<sup>th</sup> September 2011. As per the provisions of regulations, telecom consumers who do not wish to receive unsolicited commercial call or SMSs, may register their preference(s) on National Customer Preference Register (NCPR). As on 29<sup>th</sup> March 2012, a total of 161.66 million customers have registered their preference on NCPR.

2. TRAI is also monitoring and enforcing the regulations for protection of customers from Unsolicited Commercial calls and SMSs. As per the regulations, if Unsolicited Commercial calls and SMSs are sent from individual numbers, notice will be served to the customer and his number will be disconnected on second violation. Accordingly, after implementation of regulations on 27<sup>th</sup> September 2011, 36156 subscribers have been issued notices and 22769 subscribers have been disconnected. In case of telemarketers, in 94 cases telemarketers have been penalized. Also, 4 telemarketers have been blacklisted. Registered

subscribers receiving UCC may lodge their complaint by dialing or sending SMS to 1909.

The “The Telecom Commercial Communications Customer Preference Regulations, 2010” is available on TRAI website <http://www.traigov.in>.

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