

Sub:Unsolicited Commercial Communications Regulations

Dear Sir,

We are a registered telemarketer (No 10-TM/223551) and wish to bring to your notice the following comments on the "Do call registry"

1. As of now we are sending SMS only to subscribers not registered with NDNC. This is done by scrubbing the numbers and then sending the same through web based service providers so that a second filtration takes place. We find that this has been quite effective.
2. We also receive quite a lot of customer who are registered in NDNC and would only like a particular service of SMS.Ex Share market details. It is only after receiving their letter in this category that our service provider allows for such SMS to be delivered. By this all other category of message to such clients are not delivered.

In case of Do call registry it would not be possible for such client to receive only share market details. They would be flooded with other messages make it impossible to track only their share.

Infact may of the mobile now have an option of blocking SMS by enabling certain functions. Some other also have an option of hide (screened message) so that the user would not be disturbed when messages come in. Other recent mobile application enable users to download software to block sms.

In this context I feel it would be better to continue the existing system that go in for the "Do Call Registry"

Thanks and regards

Udaya ram jothy

--

AABIOTECH PVT LTD.,
New No 16/1, 48th Street, 9th avenue,
Ashok Nagar, Chennai 600083.
Ph:+91-44-23717441
Fax:+91-44-42033441
Mobile: +91-9840047134
www.aabiotech.in