



भारतीय दूरसंचार विनियामक प्राधिकरण  
TELECOM REGULATORY AUTHORITY OF INDIA

महानगर दूरसंचार भवन, जवाहर लाल नेहरू मार्ग,  
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सत्यमेव जयते

**Direction**

**Subject: Direction under section 13, read with sub-clause (i) of clause (b) of sub-section (1) of section 11, of the Telecom Regulatory Authority of India Act, 1997 to M/s Vodafone India Ltd. to discontinue use of level '111'.**

No.413-2/2014-NSL-I 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 the TRAI Act], has been entrusted with discharge of certain functions, inter alia, to ensure compliance of terms and conditions of license;

2. And whereas the Department of Telecommunications, being the Licensor, had issued the National Numbering Plan, 2003 wherein the number/prefix 111 to 115 have not been allocated for any type of services and have been kept as 'SPARE';

3. And whereas Clause 23.3 of the Unified Access Service License agreement, inter-alia, provides that the licensee shall ensure adherence to the National Fundamental Plan which includes National Numbering, Routing and Transmission plan issued by the Department of Telecommunications and technical standards as prescribed by Licensor or TRAI, from time to time;

4. And whereas the Authority observed from the advertisements on the website of M/s Vodafone India Ltd. that customers were being urged to call '111' to get internet settings on their handset for pre-paid data offers, postpaid 3G data packs, self help for data services, Blackberry internet offers and to find out the balance;

5. And whereas the Authority issued a Show Cause Notice dated the 2<sup>nd</sup> February, 2015 to M/s Vodafone India Ltd. for violation of the National Numbering Plan, 2003 as mentioned above;

6. And whereas M/s Vodafone India Ltd., vide their reply dated the 10<sup>th</sup> February, 2015, requested the Authority to wait for their response upto the 18<sup>th</sup> February, 2015;

*[Handwritten Signature]*

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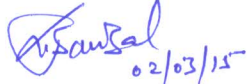
7. And whereas M/s Vodafone India Ltd., vide their reply dated 18<sup>th</sup> February, 2015, stated that '111' number has been in use by them for the last 18-20 years and that they were in genuine belief that there was no restriction in the use of level '111' since this number was already under valid use prior to 2003 as a common customer Care number across all their circles and further submitted that they have been transparently filing their annual compliance with the Authority in regards to the use of this level for their customer help services since 2007 as required under following two regulations;-

(a) Telecom Consumers Protection and Redressal of grievances Regulations 2007 (3 of 2007); and

(b) Telecom Consumers Complaint Redressal Regulations of 2012 (1 of 2012);

8. And whereas the Authority examined the reply received from M/s Vodafone India Ltd. and is of the view that by using level '111', without the permission of the licensor, the service provider has contravened the provisions of National Numbering Plan and filing annual compliance report to the Regulations of the Authority, mentioned in Para 7 above cannot be treated as authorization to use level '111';

9. Now therefore, in exercise of the powers conferred upon it under section 13, read with sub-clause (i) of clause (b) of sub-section (1) of section 11, of the Telecom Regulatory Authority of India Act, 1997, the Authority hereby directs M/s Vodafone India Ltd. to discontinue use of level '111' and submit compliance report latest by the 10th March, 2015.

  
02/03/15

**(Sanjeev Banzal)**

**Advisor (Networks, Spectrum and Licensing)**

**To**

**Mr. Marten Pieters  
MD & CEO,  
M/s Vodafone India Ltd.  
Peninsula Corporate Park  
Ganpatro Kadam Marg  
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Mumbai – 400013.**