

Telecom Regulatory Authority of India  
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**TRAI asks telecom service providers to ensure transparency in charging for SMS on Festival/customary days.**

Several telecom operators are offering free/discounted SMS Schemes. Such offers are made either as part of regular tariff plans with or without an additional monthly payment or are offered as packs valid for specified period or as promotional schemes. In the recent times some operators have reported to TRAI that such free/discounted SMS under various plans/packs shall not be available to customers on certain specified days which happen to be social, cultural/ festival days. The Authority has asked the service providers to follow certain principles to ensure transparency in the charging of SMS on such days which is generally termed as 'SMS blackout' days. Under these Guidelines any operator implementing separate tariffs on blackout days has to ensure the following:

- i) The 'black out' days i.e. the days on which free/concessional SMS are not available shall be clearly indicated in the package itself.
- ii) The SMS charges applicable on these special days shall be explicitly conveyed to the subscribers.

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- iii) The dates corresponding to the black out day shall not be altered after the pack is subscribed by the customer.
- iv) There shall be no addition to the list of black out days after the pack is subscribed by the customer.

**Authorized to Issue:**

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