

VIL/ LT/20-21/315  
03 March 2020

**Shri. Kaushal Kishore**  
**Advisor (F&EA)**  
Telecom Regulatory Authority of India  
Mahanagar Doorsanchar Bhawan,  
Jawahar Lal Nehru Marg, Old Minto Road  
New Delhi – 110002

**Subject : TRAI's Consultation Paper on The Telecommunication Tariff (Sixty Fifth Amendment) Order, 2020**

Dear Sir,

This is with reference to the draft on The Telecommunication Tariff (Sixty Fifth Amendment) Order, 2020 dated 18.02.2020.

In this regards, please find enclosed our inputs & comments on behalf of Vodafone Idea Ltd.

Thanking you

Yours faithfully,  
For **Vodafone Idea Limited**



**Sundeep Kathuria**  
EVP- Regulatory Affairs (TRAI, Policy & Enterprise)

**Vodafone Idea's response to TRAI Consultation Paper on the Draft  
Telecommunication Tariff (Sixty Fifth Amendment) Order, dated 18<sup>th</sup> February 2020**

At the outset, we are thankful to TRAI for giving us an opportunity to provide comments to the draft on the Telecommunication Tariff (Sixty Fifth Amendment) Order. The said draft TTO (65<sup>th</sup> Amendment), 2020 proposes to repeal the provision (Schedule XIII) of charging minimum 50p for each SMS sent after the 100 concessional SMSs in a day.

We provide below our response for the Authority's consideration:

1. We would like to highlight to the Authority that post the implementation of the TRAI TTO (54<sup>th</sup> Amendment), prescribing a charge of Rs0.50/SMS post 100 SMS per day, there has been a considerable decrease in unregistered Telemarketer (UTM) activities over SMS. This has also led to sending of lesser number of SMSs by UTMs due to the said deterrents, which also makes UTM activity of SMS spamming economically unviable, leading to huge respite for the customers from UCC menace.
2. Moreover, such charging provisions has also encouraged unregistered telemarketers to get themselves registered to get discounted telecom resources.
3. It is mentioned in the explanatory memorandum of the above said draft TTO (65<sup>th</sup> Amendment), that the new Regulatory framework prescribed under the TCCCPR 2018, is technology driven. We would like to submit that this new Regulatory framework should help to curb the UCC generated from unregistered telemarketers, however, since this framework is under implementation, being at initial stages, we request the Authority not to repeal the provision (Schedule XIII) of charging minimum 50p for each SMS sent after the 100 concessional SMSs in a day, till the time this new Regulatory framework prescribed under the TCCCPR 2018 is not fully functional and the results thereof are known.
4. We would also like to bring to the notice of the Authority that even in the case when the Signature Solution was proposed in 2010 vide the TCCCP Regulation (sixth amendment), the UCC menace was still not under such control until the SMS charging of 50p was introduced vide TTO 54<sup>th</sup> amendment dated 5<sup>th</sup> November 2012. Therefore, such solution has effectively yielded in positive results in arresting SMS spam from UTMs and is in interest of consumers, who would otherwise be spammed with SMSs, like in case of voice. We therefore support such deterrents in the larger interest of the consumers.
5. We respectfully submit that regulatory intervention is required whenever the market does not deliver desired end objectives. Notifying the telecom rates is a function of

TRAI under the TRAI Act, and in specific situations, necessary interventions from TRAI are needed to meet the interest of service providers as well as the consumers. Thus, on this issue of curbing UCC from UTMs, the existing regulatory provisions of putting a cap on free/concessional SMSs are very much necessary.

6. In view of the above, we request the Authority to not repeal the Schedule XIII of the TTO 54<sup>th</sup> Amendment, which gives protection to the customers from the UTMs.
7. At our end, we fully support the implementation of TCCCPR 2018. We earnestly hope that the new TCCCPR 2018, on which TRAI and the TSPs have worked so hard, in the interest of the consumers, is able to address all consumer concerns regarding spamming. At this stage to help achieving such objective of curbing spam messages, we request continuation of 50p SMS charging for more than 100 SMS for the time being.