



10<sup>th</sup> November, 2017

**Shri Asit Kadayan,**  
**Advisor (QoS),**  
**Telecom Regulatory Authority of India,**  
Mahanagar Doorsanchar Bhawan,  
Jawahar Lal Nehru Marg, Old Minto Road,  
New Delhi - 110 002

**Subject: TRAI Consultation Paper dated 14<sup>th</sup> September 2017 on "Unsolicited Commercial Communication"**

Dear Sir,

This is in reference to the Consultation Paper on "Unsolicited Commercial Communications", issued by TRAI on 14.09.2017.

In this regard, we refer to the COAI's comments published over TRAI's portal (copy enclosed). We broadly are in line with COAI's comments and will otherwise revert at the time of counter comments.

Thanking you,

Yours sincerely,

**For Vodafone India Limited and  
Vodafone Mobile Services Limited**

A handwritten signature in black ink, appearing to read 'PB', is located below the company name.

**P. Balaji**  
**Director – Regulatory, External Affairs & CSR**

Encl: As stated above