

**Information note to the Press
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TELECOM REGULATORY AUTHORITY OF INDIA

For Immediate release

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TRAI issues “The Telecom Commercial Communications Customer Preference (Fourth Amendment) Regulations, 2011”

New Delhi, 28th February, 2011 – The Telecom Regulatory Authority of India (TRAI) today issued **“The Telecom Commercial Communications Customer Preference (Fourth Amendment) Regulations, 2011”**. The Telecom Regulatory Authority of India (TRAI) had issued “The Telecom Commercial Communications Customer Preference Regulations, 2010” on 1st December 2010. As per the provisions of regulations, the telemarketer’s registration has started from 15th January, 2011 and Customer preference registrations has started from 10th February 2011. Other operational provisions were required to be implemented from 1st March, 2011.

“The Telecom Commercial Communication Customer Preference Regulations, 2010” provides allocation of separate number series for telemarketers in schedule-III. DoT has communicated a fresh numbering series beginning with the number ‘140’ on 31st January, 2011. This new number series allocated by DoT are only for mobile services of the licenses and levels for fixed network was to be allocated by DoT after resolving the issue of CLI for telemarketing operations using fixed line network. However, the number series for fixed network are still not allocated by DoT. The matter has been taken up on urgent basis to allocate number series to telemarketers for fixed

network. Access Providers have indicated that it will not be possible to provide all the resources to call centres from mobile networks only due to high traffic originated from such call centres. It is expected that number series for telemarketing activities from fixed network will be allocated by DoT shortly. This new series will be required to be implemented by all Access Providers before allocation of resources to telemarketer. For this purpose time will be required by Access Providers to change the configuration in their system and test the new series. Accordingly, relevant clauses of The Telecom Commercial Communications Customer Preference Regulations, 2010 (6 of 2010) dated the 1st December, 2010 have been amended to change the date of implementation of operationalization of the 'Telecom Commercial Communications Customer Preference Regulations, 2010' from 21st March, 2011.

Details of these amendments are given on TRAI website <http://www.trai.gov.in>.

Contact Details in case of any clarifications

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Authorised to issue

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