

Information note to the Press (Press Release No. 90/2013)

For Immediate Release

**Telecom Regulatory Authority of India**

**Regulations to provide for reducing security deposit and registration fees of telemarketers through “The Telecom Commercial Communications Customer Preference (Fourteenth Amendment) Regulations, 2013”.**

**New Delhi, 3<sup>rd</sup> December, 2013:**

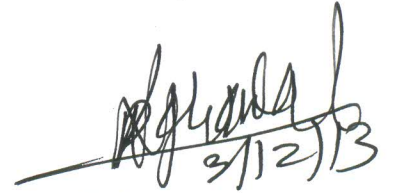
TRAI today issued the Telecom Commercial Communications Customer Preference (Fourteenth Amendment) Regulations, 2013 to encourage telemarketers to register with TRAI by reducing the registration fees and the security deposit with the service provider.

2. During the implementation of the regulations, some of the major entities like banks and insurance agencies have requested the Authority to reduce the registration fees and also the security deposit with the service providers to remove the entry barrier for small dealers/ agents. Some of the major banks and insurance agencies have submitted that there are small dealers/ agents, in their business model, who do not have the means to afford the initial security deposit of Rs. 100,000/- with service providers for taking telecom resources. Since the banks and insurance companies are compulsorily mandating their dealers/ agents for registration as a telemarketer with TRAI, they have requested for reduction in the registration fee and the initial security deposit so as to motivate and provide opportunity for these small agents/ dealers to register with TRAI as a telemarketer. The Authority considered the issue and issued the Telecom Commercial Communications Customer Preference (Fourteenth Amendment) Regulations, 2013 to address these issues. The salient features of the 14th Amendment to the TCCCPR are:-



- The registration period is extended from three to five years. The existing registered telemarketers can renew their registration by paying a renewal fee of Rs.5000/-.
- The Registration Fee is reduced from Rs.10,000/- (Rs.1,000 Registration Fee + Rs.9,000 Customer Education Fee) to Rs.5,000, which will be a common Registration Fee, without any separate Customer Education Fee.
- This initial security deposit with the service provider is reduced Rs.1,00,000/- to Rs.50,000/-.
- The revised provisions of the regulations will come into effect after 30 days.

3. For any further clarifications please contact Mr. A.Robert J. Ravi, Advisor (CA&QOS) on 011-23230404 or e-mail: advqos@traf.gov.in.



(Rajeev Agrawal)  
Secretary