

F.No.305-8/2004-QOS

Telecom Regulatory Authority of India

A-2/14, Safdarjung Enclave, New Delhi – 110 029

Dated 3rd May, 2005

To

All Cellular Mobile Service Providers

All Unified Access Service Providers

Subject: **Direction on Premium Rate Services.**

1. The Authority has observed that in the last few months, a number of operators and also some independent agencies have started providing value added services like quiz, ringtones, televoting etc. through SMS. In most of these cases, the charges for these services are more than the normal published tariffs. The customers are informed about these value added premium rate services through SMS, advertisements in newspaper or T.V. But in this communication, the cost implication of the service is not intimated. Sometimes the messages are only followed by wordings "T&C apply".

2. In the present multi-operator multi service scenario, such premium rate services have increased considerably. The service provider is aware of the pulse rate for these services as either the service provider is providing such services or it has an agreement with the provider of such premium services. However, the cost for such premium services is generally known to the customer only after the service has been utilized and the bill is received. This practice of service providers is against the interest of the consumers.

3. In view the above, in the consumer's interest, the Authority in exercise of its power conferred upon it under Section 13 read with Section 11(1)(b)(i) and (v) of the Telecom Regulatory Authority of India Act, 1997 and clause 9 and 11 of the Telecommunication Tariff order 1999 hereby directs all the Cellular Mobile Service Providers and Unified Access Service Providers to publish in all communications/ advertisements relating to premium rate services, the pulse rate/ tariff for the service.

This issues with the approval of the Authority.

(Sudhir Gupta)
Advisor (QOS)