

Information note to the Press (Press Release No. 54/2011)

For Immediate Release

Telecom Regulatory Authority Of India

**TRAI enforces “The Telecom Commercial Communications
Customer Preference Regulations”**

New Delhi, 4th November, 2011: All the provisions of “**The Telecom Commercial Communications Customer Preference Regulations, 2010**” issued have come into force from 27th September 2011.

2. TRAI is monitoring and enforcing the regulations for protection of customers from Unsolicited Commercial calls and SMSs. As per the regulations, if Unsolicited Commercial calls and SMSs are sent from individual numbers, notice will be served to the customer and his number will be disconnected on second violation. Accordingly, 1122 subscribers have been issued notices and 111 subscribers have been disconnected. In case of telemarketers, in 17 cases telemarketers have been penalized. Registered subscribers receiving UCC may lodge their complaint by dialing or sending SMS to 1909.

The “**The Telecom Commercial Communications Customer Preference Regulations, 2010**” is available on TRAI website <http://www.trai.gov.in>.

Contact Details in case of any clarifications

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