

**Information note to the Press (Press Release No. 98/ 2007)**  
**Telecom Regulatory Authority of India**

**For Immediate release**

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**More than 380 million telephone numbers have been uploaded for scrubbing by Telemarketers in National Do Not Call Registry(NDNC)**

**New Delhi 27<sup>th</sup> Nov,2007:-** The Telecom Regulatory Authority of India (the Authority) had issued “**Telecom Unsolicited Commercial Communications Regulations, 2007**”, on 5<sup>th</sup> June‘07 for putting in place a National Do Not Call(NDNC) for curbing the unwanted telemarketing calls. **The NDNC has become operational from 12<sup>th</sup> October, 2007.**

Till date around **20900** Telemarketers have applied for registration with the DoT. Out of which, around **10700** Telemarketers have been registered and around **7100** applications have been rejected by telecom service providers after preliminary verification. Around 3000 applications are under process. Significant number of rejections are on account of duplicate request and mismatch of numbers with other details given in the original application for obtaining connection. However, the telecom service providers have been asked to revisit the cases of rejection as such telemarketers may indulge in unauthorized/unverified calls outside the regulatory framework. However, there are a number of applicants who have not tried to register themselves again as their original request was incomplete. Some of these Telemarketers may be calling even those people who are registered on the NDNC because such telemarketers do not have access to NDNC for verification of numbers.

Since 12<sup>th</sup> October, 2007, the NDNC is being accessed daily by about 500 Telemarketers for scrubbing their calling list. Till date a total of **more than 380 million telephone numbers** have been uploaded in the NDNC database by the various Telemarketers for scrubbing. Out of this list, a total of **24.2 million** numbers were in the category of **Do Not Call numbers** which these telemarketers are not

allowed to call. It should be understood that more than one telemarketer may have the same subscriber number in its calling list which it submits to NDNC for verification / scrubbing of the number registered with NDNC.

As per the data available with TRAI, around 6.7 million subscribers have registered their telephone numbers with the NDNC. As per information provided by various telecom service providers so far only **3685 subscribers**, who have registered themselves in NDNC have complained about receipt of unsolicited commercial communication. These complaints are being processed by respective telecom service providers, as per the laid down rules. However, nearly half of such complaints pertain to Telemarketers / Commercial establishments who are not registered and are calling/ sending SMS for promoting their own establishments like shops, real estate, coaching classes etc.

TRAI held a meeting on 21<sup>st</sup> November '07 with all the service providers to review the status of the implementation. In the meeting it was emphasized that the service providers will have to be more sensitive and vigilant towards handling the complaints of those subscribers who may be receiving unsolicited telemarketing calls/SMS even after 45 days of registration of their telephone numbers in the NDNC. It was also stressed that on receiving the complaint it should be investigated thoroughly and expeditiously and if the telecom service provider finds that the call has been made from a telemarketer, who is not registered, his telecom resources should be disconnected as per the regulation. The Telecom service providers were also asked to give wide publicity regarding NDNC and their various methods for registration of subscribers and their complaint handling mechanism.

#### **Contact Details in case of any clarifications**

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