

To,
All CMSPs/UASLs

Sub: Guidelines for allocation of short codes to the content providers including SMS based services

Kindly refer to TRAI's direction dated 17.7.2006 regarding compliance with National Numbering Plan on allocation of prohibited levels for short codes by access providers to the content providers including SMS based services within their network with the instruction to stop the same within 15 days and subsequent communication of even no dated 31st July 2006, 31st Oct 2006 regarding extension of time for the compliance of the referred direction.

Now, DOT has issued guidelines for allocation of short codes by the access providers to the content providers including SMS based services within their network vide their letter No. 16-3/2003-BSII/Vol.VI dated 30th Nov 2006, 1st Dec 2006 and corrigendum dated 13th Dec 2006 addressed to all Unified Access, Basic & Cellular Mobile service operators. It is as follows.

1. All the access service providers must use the level '5' for short codes to their content providers including SMS based services within their network
2. All the existing 4 digit short codes are to be prefixed by '5' to convert the same to 5 digit codes
3. All the existing 5 and 6 digit short codes are to be migrated to 5 digit codes by replacing the first digit or first two digits respectively by '5' and so on. Dispute if any shall be brought to the notice of DOT for final allocation, whose decision shall be final and binding to all the stakeholders.
4. Parallel working of old short codes with the new codes is allowed for six months from the date of issue of these guidelines.

In view of the above, all access providers are requested to report compliance of the above DOT guidelines to TRAI as and when the same is implemented but not later than 31st May 2007.

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