

To,

Shri. Asit Kadayan,
Advisor (QoS),
Telecom Regulatory Authority of India,
New Delhi

Dear Sir,

My Counter Comments are as Follows

@ BJP

1. I agree with BJP that In Sender ID Numeric Character should be allowed and Length can be Increased.

@COAI

1. I disagree with that the Operators has made the Efforts to make Reduce UCC.

I have seen cases where the **Operators Authorized Agency Calls DND Registered Pre Paid Number for conversion to Post Paid Number Through Non 140 Series Number** and Even They Claim that This Numbers has been Provided by Telecom Operators to them for Calling.

when You Complaint to Service Provider, They are Not Taking any Action on the Agency and Just Terminates the Phone Number. In spite of Giving all the Documentary Evidence Nothing Happens and Show Just Goes On. Even if You Approach the Appellate Authority, the Complaint gets Rejected... In Short Operators are Not Willing to do any thing.

2. It Might be True that UCC complaints may be considerably reduced to a very low level..But this is Due to Rejection of the Complaint by Originating Access Provider on fancy Grounds.. I have Given all the Details in the My Comments with Detailed Examples of Real Life Scenarios... If COAI wants to go into Details then I am willing to Give all the Evidence of the same and Let them do an Independent Investigation to Find weather Operator had Rejected the Complaint or Not.

@ Shilp Verma

1. I agree with "have not seen even one of them getting penalized for their actions". This is 100 % Correct. Operators are Not Willing to Take any Action at all.
2. I also Agree that Operators are Rejecting Genuine and Valid complaints Saying "**Not Promotional in Nature**"

@ Vivek Ravani

1. I agree with Suggestion that **"By default any new number must be set with DND preference 0 (i.e. Block all UCC)"**

I have seen cases where a New Number Gets all the sort of Calls for Caller Tunes and Other Information within Days of Activation of the Number. This Number Database Must have been Provided by the Operator .

@ Airtel

1. I disagree with Suggestion that In Transaction SMS, Promotional Message should be Allowed. In Fact this has should be Treated as Promotional SMS. Else You will get Lot of Messages which use Some Transaction to Send Promotional SMS

VM-SPICEJ :- Dear MS. x, for your upcoming trip PNR xxxxxx to BOM on xx-xxx-2016, **for a hassle free journey we recommended you pre-book Bag Out First, SpiceMax Seats, Hot Meals, Priority Check-in, SpiceLounge now at nominal charges. Log on to <https://goo.gl/xxxxx>. For exciting fares and promos, download the official SpiceJet Mobile App at <http://goo.gl/xxxxx>. We look forward to welcoming you on board.**

VM-SPICEJ :- Dear MR. x: You are confirmed on flight SG xxx dated xx-xxx-16 departing at xx:xx from Bengaluru to Mumbai. Your PNR is xxxxx. **To choose from an expanded menu and to get discounted rates, please pre-book your meal through "Manage My Booking" at <http://goo.gl/xxxxxx>. You can also select SpiceMAX seats that offer extra legroom, complimentary meal and much more, as well as select other useful add-on products and services to enhance your travel experience. Please also note that you have purchased a Hand Baggage Only fare. Check-in baggage is not permitted on this fare. We look forward to welcoming you on board.**

As Can be seen in the above, There is Little Transaction Info...But Full of Promotional Activity

Thanking You,

Bhavesh Harish Patel