

Subject Please do not implement a 'do not call' registry

Dear Sir

Please do not implement a 'do not call' registry. because

1. This would severely kill the growth of VAS in India. Majority of VAS marketing is done through unsolicited calls and SMS, and is helpful the the customer and end user; because of its cost conscious approach.
2. VAS is in its nascent stage in india, and any attempt to throttle it would be destructive for its long term growth.
3. This in in turn would off course mean less revenue for the operators and thus less return on investment's.
4. Lower ROE would make the telecom sector very unattractive to foreign and domestic investor, and therefore almost kill all investments in the sector.
5. Most importantly Loss of income for the operator; would mean less income for the government as well, and therefore less money for the government to spend on society.
6. With no growth catalyst in VAS; there would no uptake in employment in the telco/vas sector and no creativity would be fully utilized. Loss of jobs in the telecom sector would be widespread.

Due to these 6 very important reasons; I strongly advise you to please give the VAS industry a strong push. It has a potential to become bigger than the IT sector; and employ many. This is good for the country and the telecom sector, but this requires your help to grow.

Your Sincerely

Charles.