

Information note to the Press
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For Immediate release

Telecom Regulatory Authority of India

TRAI initiates action against Access Providers for non-implementation of the UCC SMS Complaint lodging module

New Delhi, 6th December, 2012: The Telecom Regulatory Authority of India (TRAI) had issued “The Telecom Commercial Communications Customer Preference (Tenth Amendment) Regulations, 2012” on 5th November, 2012 prescribing further measures to tighten the framework for controlling the menace of unsolicited commercial communications (UCC).

2. Under such regulations, TRAI has facilitated the easy lodging of UCC complaints through SMS mode by forwarding the UCC SMS to 1909 by appending the telephone number/ SMS header and date of receipt of SMS. It has come to the notice of TRAI through several complaints that some of the Access Providers have not implemented the above revised procedure for lodging of UCC complaints through forwarding of SMS. Meanwhile, the compliance in this regard was sought from the Access Providers and it was found that all the Access Providers have implemented the same except M/s Idea Cellular Ltd. The Authority has initiated action against such Access Provider.

(Rajeev Agrawal)
Secretary