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Subject: Comments from Solutions Infini Technologies (I) Pvt Ltd regarding “The Telecom Commercial Communications Customer Preference (Tenth Amendment) Regulations, 2012” and consultation paper on “Review of the Telecom Commercial Communications Customer Preference Regulations, 2010”

Solutions Infini is the pioneer in Enterprise Mobility sector catering services to SME’s and Enterprises. Providing excellent service and customized messaging & voice solutions is the core of the company's service in this segment.

Solutions Infini is also a signatory to the Code of Conduct initiated by the Internet and Mobile Association of India (IAMAI), and we applaud IAMAI’s excellent work in supporting both the industry and TRAI to ensure the effective enforcement of the TCCCP regulatory framework.

Solutions Infini offers the following comments on the recently released draft 10th Amendment to the TCCCP regulations and the consultation paper on the TCCCP regulations as a whole:

Consultation Paper:

Q1) Blocking of SMS bearing a similar signature every hour can be a solution to this menace considering the fact that operator does a clear segregation of A2P and P2P traffic. Access provider should not allow the unregistered telemarketers to exploit there system on P2P SMSC.

Q2) There are many use cases of enterprises that use P2P messages for machine to machine communications – examples include vehicle tracking and utility meter reading. Accordingly we suggest any number of thresholds may not help to block these kinds of messages.

Q3) We believe that making the enterprises sign the agreements with respect to the regulation will be a big tedious task to achieve as there are more number access providers in India. However we suggest that if the brands or enterprise found purposely using unregistered telemarketers then they should be heavily penalised by TRAI.

Q4) We believe that disconnection of telecom resources of the registered telemarketer will not be logical in this case as resources are owned by registered telemarketer and there are not at fault.

Q5) TRAI should be involved directly in creating awareness among the enterprises & masses to use only registered telemarketers as part of their communication to their consumers. Reach out to digital media for support. And do publicize the brands or enterprises which are doing violations by using unregistered telemarketers platform.

Q6) We believe 30 days should be sufficient for launching of the websites for complaint lodging.

Q7) Make the complaints process as simple as possible use various mediums like SMS/Email/Voice etc. Most importantly immediate action against those complaints is very important. With this process immediate intimation to the user saying that an action has been taken.

Lastly we believe that the TCCCP regulations have been very effective in achieving their objectives, though the issue of unregistered telemarketers remains alive. We appreciate TRAI's efforts in bringing this issue under control, and we believe that many of the current proposals are a step in the right direction. However, TRAI must look at some of these points little more seriously.

- 1) These sim card based violators buy sim cards in bulk quantity without any compliance check at the access provider level. So we want TRAI to make these access providers accountable on every sim card which is been active on their network specifically on the non-compliance issue.
- 2) Create a directive or awareness campaign asking brands & enterprises to use registered telemarketers for all their Brand communications. TRAI should directly publicize in negative for those brands which use unregistered telemarketers for communications.
- 3) Due to the 5 paisa termination charges which causes the enterprises & brands to reach out to these unregistered telemarketers just to save the additional cost they end up doing such big violation under TCCCP. This 5 paisa cost is creating a huge business opportunity in the unregistered telemarketers space. Removing or reducing this cost can actually solve the problem at the root level.

We thank you for the opportunity to provide our feedback on the draft regulations and the consultation paper. We hope TRAI will consider some of our comments, and we look forward to the opportunity to discuss the matter with you again in the near future.

Regards,

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