

**Comments on  
“THE TELECOM COMMERCIAL COMMUNICATIONS CUSTOMER  
PREFERENCE (TENTH AMENDMENT) REGULATIONS, 2012 (...of 2012)  
dated theXXth August, 2012”**

**Background:** It is the appreciating step of TRAI to curb the unsolicited commercial communication of un-registered telemarketer through 10<sup>th</sup> amendment to Telecom Commercial Communications Customer Preference (Tenth Amendment) Regulations ,2010 (Original Regulation).

As I have understood there are following main features of this 10<sup>th</sup> amendment to said regulations.

1. If un –registered telemarketer/subscriber makes telemarketing calls, then in 1st instance notice will be served by service provider, in 2nd Instance Rs. 500/- will be fined and third Instance resources will be disconnected.

**Yes sir, this is agreed, but as a consumer I feel every time prior message /intimation to be sent to the consumer that dear customer you have done 1st mistake and 2<sup>nd</sup> mistake and a message before permanent disconnection for one year from network of all service providers.**

2. If un –registered telemarketer/subscriber send telemarketing SMS, then in 1st Instance Rs. 500/- will be fined and second Instance resources will be disconnected.

**Sir, SMSs of telemarketers to be curbed similar to the Voice calls, keeping in view intimation to customer on each instance of SMS( 1<sup>st</sup> time, 2<sup>nd</sup> time and 3<sup>rd</sup> time).**

3. Service provider has to inform to their customers about this amendment within 30 days first time. Further, such information to be passed on every quarter through SMS in English and as well as in regional languages.

4. Regarding format of the complaint of commercial communications through SMS on 1909. The format is agreed, but there should be blank space in place of semi colon in the format because it is difficult to put semi colon in text sms in low end mobiles.

XXXXXXXXXX; date in dd/mm/yy

**(Avdesh Kumar)**  
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**Note:** Comments are to be considered as my individual view in the interest of the telecom industry.