

No. 101-8/2006-MN (Pt. III)

Dated : 27th August,2007

DIRECTION

Sub : Direction under section 13, of the Telecom Regulatory Authority of India Act, 1997 to comply with National Numbering Plan.

F.NO. No.101-8/2006-MN (Pt III).-----Whereas the Telecom Regulatory Authority of India(hereinafter referred to as the Authority) established under the Telecom Regulatory Authority of India Act, 1997 (24 of 1997) [hereinafter referred to as the said Act] has been conferred power under sub-clause (ii) of clause (b) of sub-section (1) of section 11 of the said Act to discharge certain functions specified in said clause (b), which *inter-alia*, include to ensure the compliance of the terms and conditions of the licence;

2. And whereas the terms and conditions of the licence relating to the National Numbering plan and other terms and conditions of the licence of M/s Bharti Airtel Limited, having their registered office at H-5/12, Qutab Ambience, Mehruali Road, New Delhi-110030, (hereinafter referred to as M/s Bharti Airtel Limited), *inter-alia*, provide that----

- (a) M/s Bharti Airtel Limited shall ensure adherence to the National Fundamental Plan (which includes National Numbering, routing & transmission plan)
- (b) the Numbering Plan for the Unified Access Services by M/s Bharti Airtel Limited will be as per applicable National Numbering plan;

3. And whereas the terms and conditions contain in paragraphs 23.3, 23.4 and 70, relating to the National Numbering plan and other terms and conditions of the Licence of M/s Bharti Airtel Limited, *inter-alia*, read as under:-

23.3 The LICENSEE shall ensure adherence to the National FUNDAMENTAL PLAN (Which includes National Numbering, routing and Transmission plan issued by Department of Telecommunications and technical standards as prescribed by LICENSOR or TRAI, from time to time. In case of providing choice of Long Distance Operator, the equipment shall support the selection facilities such as dynamic call-by-call selection and pre-selection as per prevailing regulation, direction, order or determination issued by LICENSOR or TRAI on the subject.

23.4 The Numbering Plan for the Unified Access Services will be as per applicable National Numbering plan. The Licensor reserves the right to

modify the National Fundamental plan or its part thereof such as Numbering Plan, Routing Plan, Transmission Plan etc.

Definition of Terms and expressions

70. Unified Access Services (UAS) means telecommunication service provided by means of a telecommunication system for the conveyance of messages through the agency of wired or wireless telegraphy. The Unified Access Services refer to transmission of voice or non-voice messages over LICENSEE's Network in real time only. SERVICE does not cover broadcasting of any messages voice or non-voice, however, Cell Broadcast is permitted only to the subscribers of the service. The subscriber (all types, pre-paid as well as post-paid) has to be registered and authenticated at the network point of registration and approved numbering plan shall be applicable.”;

4. And whereas the condition 9.1 of the licence agreement, *inter-alia* The LICENSEE shall furnish to the Licensor/TRAI, on demand in the manner and as per the time frames such documents, accounts, estimates, returns, reports or other information in accordance with the rules/ orders as may be prescribed from time to time. The LICENSEE shall also submit information to TRAI as per any order or direction or regulation issued from time to time under the provisions of TRAI Act, 1997 or an amended or modified statute.

5. And whereas the Government of India, Ministry of Communications and Information Technology, Department of Telecommunications has, vide their Office Memorandum No.16-3/2003-BSII/Vol.VI dated the 30th November, 2006, [(Annexed as Annexure I to this Direction) and their subsequent Office Memorandum of the same No. dated the 1st December, 2006 read with their corrigendum No.16-3/2003-BS II/Vol VI dated the 13th December, 2006, (Annexed as Annexure II to this Direction) addressed, *inter alia*, to M/s Bharti Airtel Limited] issued guidelines for allocation of short codes by the access service providers to the content providers including SMS based services;

6. And whereas the guidelines issued by the Government of India, Ministry of Communications and Information Technology, Department of Telecommunications, referred to in the preceding paragraph have laid down, *inter-alia*, the following specific guidelines for allocation of short codes by the Access Service providers to the Content Providers including SMS based services, within their network, namely:-

- “(i) All the access service providers must use the level'5' for short codes to their content providers including SMS based services within their network
- (ii) All the existing 4 digit short codes are to be prefixed by '5' to convert the same to 5 digit codes

- (iii) All the existing 5 and 6 digit short codes are to be migrated to 5 digit codes by replacing the first digit or first two digits respectively by '5' and so on. Dispute if any shall be brought to the notice of DOT for final allocation, whose decision shall be final and binding to all the stakeholders.
- (iv) Parallel working of old short codes with the new codes is allowed for six months from the date of issue of these guidelines.

7. And whereas the Telecom Regulatory Authority of India vide its communication No. 101-6/2006-MN (Vol.I) dated the 4th January, 2007, drew the attention of M/s Bharti Airtel Limited to the said guidelines of the Government of India, Ministry of Communications and Information Technology, Department of Telecommunications referred to in preceding paragraph and asked M/s Bharti Airtel Limited to report compliance of the aforesaid guidelines to the Authority as and when the same is implemented but not later than the 31st May 2007;

8. And whereas the clarifications issued by the Government of India, Ministry of Communications and Information Technology, Department of Telecommunications vide its letter No. 16-3/2003-BS.II/Vol.VI/441 dated 7th May, 2007(Annexure III) in reference their O.M. of even No. dated 1st December, 2006 on allocation of short code to the content providers including SMS based services have clarified that:

- a) The short codes should start with level 5 and will be minimum of 5 digits.
- b) Use of suffixes to the short codes is permitted.
- c) Allotment of new short codes should be minimum of 5 digits and they should be in level 5 only.
- d) The parallel working of old codes with the new codes is allowed upto 31st August,2007.

9. And whereas the Telecom Regulatory Authority of India vide its communication No. 101-8/2006-MN (Pt.III)dated 1st June,2007drew the attention of M/s Bharti Airtel to the said clarifications of the Government of India, Ministry of Communications and Information Technology, Department of Telecommunications referred to in preceding paragraph and asked M/s Bharti Airtel Limited to confirm that after 7th May 2007 all the new short codes that have been allotted,if any, are in compliance with DoT's guidelines. In respect of old short codes, M/s Bharti was requested to report compliance of the aforesaid guidelines to the Authority as and when the same is implemented but not later than the 31st August 2007;

10. And whereas M/s Bharti Airtel Limited, vide its letter dated 20th January 2007 informed the Authority that they have launched a new value added service called "Voice Chat" service with effect from the 16th January, 2007 in the Bihar Telecom Circle wherein the customer will be dialing short code '694' to avail the service;

11. And whereas M/s Bharti Airtel Limited, vide its letter dated 29th January 2007 informed the Authority that they have launched “Devotional Service” for Airtel subscribers in Maharashtra and Goa circle and that this value added service was launched on the 24th January, 2007 and that short code ‘64684’ shall be used to avail the service ;

12. And whereas M/s Bharti Airtel Limited, vide its letter dated the 8th February, 2007 had informed the Authority that they had launched a localized promotional scheme called “ Meet and Greet Shahrukh Khan with BGM” with effect from the 3rd February, 2007 till the 7th March, 2007 wherein short code ‘676’ shall be used to avail the service;

13. And whereas M/s Bharti Airtel Limited, vide its letter dated 19th February 2007 informed the Authority that they have launched “Voice Chat” in Uttar Pradesh (West) circle and that this value added service was launched on the 13th February, 2007 and that short code ‘696’ shall be used to avail the service ;

14. And whereas M/s Bharti Airtel Limited, vide its letter dated 5th March 2007 informed the Authority that they have launched “Airtel FM” in Uttar Pradesh (West) circle and that this value added service was launched on the 1st March, 2007 and that short code ‘630063’ shall be used to avail the service ;

15. And whereas M/s Bharti Airtel Limited, vide its letter dated 8th March 2007 informed the Authority that they have launched “Live Counseling Portal” in J & K circle and that this value added service was launched on the 4th March, 2007 and that short code ‘3300’ shall be used to avail the service ;

16. And whereas M/s Bharti Airtel Limited, vide its letter dated 8th March 2007 informed the Authority that they have launched “Ibadat Portal” in J & K circle and that this value added service was launched on the 3rd March, 2007 and that short code ‘6300’ shall be used to avail the service ;

17. And whereas M/s Bharti Airtel Limited, vide its letter dated 8th March 2007 informed the Authority that they have launched “Marathi Mobile Radio” in Maharashtra & Goa circle and that this value added service was launched on the 1st March, 2007 and that short code ‘69650’ shall be used to avail the service ;

18. And whereas M/s Bharti Airtel Limited, vide its letter dated 8th March 2007 informed the Authority that they have launched “Ringtone Genie” in Maharashtra & Goa circle and that this value added service was launched on the 1st March, 2007 and that short code ‘646464’ shall be used to avail the service ;

19. M/s Bharti Airtel Limited, vide its letter dated 16th May 2007 informed the Authority that they have launched a promotional offer “Free Hello Tunes

Subscription” in the Rajasthan Telecom Circle wherein the customer will be dialing short code ‘678’ to avail the service;

20. And whereas M/s Bharti Airtel Limited, vide its letter dated 16th May 2007 informed the Authority that they have launched a promotional offer “Khel Khel Mein Kammal” in the Rajasthan Telecom Circle wherein the customer will be dialing short code ‘222’ to avail the service;

21. And whereas M/s Bharti Airtel Limited, vide its letter dated 21st May 2007 informed the Authority that they have launched “Devotional Portal” in the Himachal Pradesh Telecom Circle wherein the customer will be dialing short code ‘3030’ to avail the service

22. And whereas, as per guidelines of the Government of India, Ministry of Communications and Information Technology, Department of Telecommunications referred to in paragraph 5 above, the parallel working of old short codes with the new codes is allowed for six months from the date of issue of these guidelines and the permission to continue up to the 31st May 2007 is only for existing short codes and not for new codes and the allocation of new short codes ‘694’, ‘64684’, ‘30308888’, ‘676’, ‘696’, ‘630063’, ‘3300’, ‘6300’, ‘69650’ & ‘646464’ by M/s Bharti Airtel Limited for new value added services is violation of National Numbering Plan

23. And whereas, as per guidelines of the Government of India, Ministry of Communications and Information Technology, Department of Telecommunications referred to in paragraph 6 above read with para 8, the parallel working of old short codes with the new codes is allowed up to 31st August, 2007 is only for existing short codes and new short codes should start with level 5 and will be minimum of 5 digits. Whereas allocation of new short codes 222,678 & 3030 by M/s Bharti Airtel is violation of National Numbering Plan.

24. Now, therefore, in exercise of the powers conferred upon the Telecom Regulatory Authority of India under section 13, read with clause (b) of subsection (1) of section 11 of the Telecom Regulatory Authority of India Act, 1997 (24 of 1997) and to ensure the compliance of the terms and conditions of the licence by M/s Bharti Airtel Limited, being the licensees, and for the reasons mentioned in the preceding paragraphs, the Telecom Regulatory Authority of India hereby directs M/s Bharti Airtel Limited to---

- (a) discontinue immediately the services offered by them as referred to in paragraphs 10 to 22 above.
- (b) ensure compliance of terms and conditions relating to the National Numbering Plan as specified in their licences;
- (c) comply with the guidelines of the Government of India, Ministry of Communications and Information Technology, Department of Telecommunications referred to in paragraph 6 and 8 above for allocation of new short codes; and

- (d) report compliance, in respect of matters specified in subparagraph (a), (b) and (c) above, within seven days from the date of issue of this Direction.

(Sudhir Gupta)
Advisor(MN)

To

Shri Narendra Gupta
Director – Legal & Regulatory Affairs,
M/s Bharti Airtel Ltd.,
4th Floor, Tower A, Unitech World, Cyber Park
Sector 39, Gurgaon. Haryana – 122001.

Annexure-I

GOVERNMENT OF INDIA
MINISTRY OF COMMUNICATIONS & INFORMATION TECHNOLOGY
DEPARTMENT OF TELECOMMUNICATIONS
714, SANCHAR BHAVAN, 20, ASHOK ROAD, NEW DELHI-110001

No. 16-3/2003-BSII/Vol.VI

Dated: 30th November, 2006

OFFICE MEMORANDUM

SUBJECT: ADDENDUM TO THE NATIONAL NUMBERING PLAN- 2003 (NPN-2003) - ALLOCATION OF SHORT CODES TO THE CONTENT PROVIDERS INCLUDING SMS BASED SERVICES.

In supersession of this office O.M. of even No. dated 29th November, 2004 on the subject mentioned above, the undersigned is directed to state that for the proper conduct of telegraph, the Competent Authority has decided that all the Unified Access / Basic / Cellular Mobile Service providers must use the level '5' for allocation of short codes to the Content Providers including SMS based services within their network.

All other terms and conditions will be as per the guidelines issued in this regard.

RTS
30-11-2006
(Raj.K.Kataria)

Under secretary to the Govt. of India

Copy to:

1. Secretary, Telecom regulatory authority of India.
2. Sr.DDG(TEC), Khurshid Lal Bhavan, Janpath, New Delhi.
3. DDG(DS) / (AS) / (CS)
4. All Unified Access / Basic / Cellular Mobile service Operators.

Annexure-II

(12/06)

GOVERNMENT OF INDIA
MINISTRY OF COMMUNICATIONS & INFORMATION TECHNOLOGY
DEPARTMENT OF TELECOMMUNICATIONS
 714, SANCHAR BHAVAN, 20, ASHOK ROAD, NEW DELHI-110001

No. 16-3/2003-BSII/Vol.VI

Dated: 1st December, 2006**OFFICE MEMORANDUM**

SUBJECT: GUIDELINES FOR ALLOCATION OF SHORT CODES TO THE CONTENT PROVIDERS INCLUDING SMS BASED SERVICES.

In pursuance of this office O.M. of even No. dated 30th November, 2006 regarding addendum to NNP-2003, the undersigned is directed to issue the following guidelines for allocation of short codes by the Content Providers including SMS based services within their network:

- (i) All the Access Service providers must use the level '5' for short codes to their content providers including SMS based services within their network.
- (ii) All the existing 4 digit short codes are to be prefixed by '5' to convert the same to 5 digit codes.
- (iii) All the existing 5 and 6 digit short codes are to be migrated to 5 digit codes by replacing the first digit or first two digits respectively by '5' and so on. Dispute if any shall be brought to the notice of DOT for final allocation, whose decision shall be final and binding to all the stakeholders.
- (iv) Parallel working of old short codes with the new codes is allowed for six months from the date of issue of these Guidelines.



12-12-2006
 (Raj. K. Kataria)

Under secretary to the Govt. of India

Copy to:

1. Secretary, Telecom regulatory authority of India.
2. Sr.DDG(TEC), Khurshid Lal Bhavan, Janpath, New Delhi.
3. DDG(DS) / (AS) / (CS)
4. All Unified Access / Basic / Cellular Mobile service Operators.

MOST IMMEDIATE
OUT TODAY

GOVERNMENT OF INDIA
MINISTRY OF COMMUNICATIONS & INFORMATION TECHNOLOGY
DEPARTMENT OF TELECOMMUNICATIONS
714, SANCHAR BHAVAN, 20, ASHOK ROAD, NEW DELHI-110001

No. 16-3/2003-BSII/Vol.VI

Dated: 13th December, 2006

CORRIGENDUM

SUB: GUIDELINES FOR ALLOCATION OF SHORT CODES TO THE CONTENT PROVIDERS INCLUDING SMS BASED SERVICES.

With reference to subject mentioned above and in partial modification of O.M. of even No. dated 01.12.2006, the undersigned is directed to state that the following paragraph

"In pursuance of this office O.M. of even No. dated 30th November, 2006 regarding addendum to NNP-2003, the undersigned is directed to issue the following guidelines for allocation of short codes by the Content Providers including SMS based services within their network:"

Be read and replaced as follows:

"In pursuance of this office O.M. of even No. dated 30th November, 2006 regarding addendum to NNP-2003, the undersigned is directed to issue the following Guidelines for allocation of short codes by **the Access Service Providers** to the Content Providers including SMS based services, within their network."

All other terms and conditions of the Guidelines remain the same.

राज क. कटारिया
13-12-2006
(Raj.K.Kataria)

Under secretary to the Govt. of India
Tel No. 23036536

1. **Secretary, Telecom regulatory authority of India.**
2. **Sr.DDG(TEC), Khurshid Lal Bhavan, Janpath, New Delhi.**
3. **DDG(DS) / (AS) / (CS)**
4. **All Unified Access / Basic / Cellular Mobile service Operators.**

Government of India
Ministry of Communications & Information Technology
Department of Telecommunications
LICENSING CELL (ACCESS SERVICES GROUP)
714, Sanchar Bhawan, 20, Ashok Road, New Delhi-110 001.

No.16-3/2003-BS.II/Vol.VI/441-

07th May, 2007

To

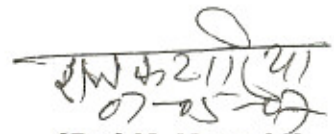
All the Access Service Providers.

SUBJECT : ALLOCATION OF SHORT CODE TO THE CONTENT PROVIDERS INCLUDING SMS BASED SERVICES - CLARIFICATIONS REGARDING.

In reference to this office O.M. of even No. dated 01st December, 2006 on the subject mentioned above, the undersigned is directed to issue the following:

1. The short codes should start with level 5 and will be minimum of 5 digits.
2. Use of suffixes to the short codes is permitted.
3. Allotment of new short codes should be minimum of 5 digits and they should be in level 5 only.
4. The parallel working of old short codes with the new codes is allowed upto 31st August, 2007.

All other terms and condition remain unchanged.



(Raj K. Kataria)

Under Secretary to the Govt. of India

Tel No. 23036536

Copy to:

1. Secretary, Telecom Regulatory Authority of India.
2. Sr. DDG (TEC), Khurshid Lal Bhawan, Janpath, New Delhi.
3. DDG(DS) / (AS) / (CS).