

**F.No.311-5/2011-QoS (SP)**  
**Telecom Regulatory Authority of India**  
**Mahanagar Doorsanchar Bhavan,**  
**Jawaharlal Nehru Marg, Next to Zakir Hussain College,**  
**New Delhi – 110002.**

**Dated the 20<sup>th</sup> January, 2012**

**DIRECTION**

**Subject: Direction under section 13, read with sub-clauses (i) and (v) of clause (b) of sub-section (1) of section 11 of the Telecom Regulatory Authority of India Act, 1997 (24 of 1997) regarding blocking of bulk international messages.**

F.No.311-5/2011-QoS(SP)----Whereas the Telecom Regulatory Authority of India (hereinafter referred as the Authority), established under sub-section (1) of section 3 of the Telecom Regulatory Authority of India Act, 1997 (24 of 1997) (hereinafter referred to as TRAI Act), has been entrusted with discharge of certain functions, *inter alia*, to regulate the telecommunication services, ensure compliance of terms and conditions of licence and lay-down the standards of quality of service to be provided by the service providers and ensure the quality of service and conduct the periodical survey of such services provided by the service providers so as to protect the interest of the consumers of telecommunications service;

2. And whereas the Authority has, in exercise of powers conferred by section 36 read with sub-clause (v) of clause (b) of sub-section (1) of section 11 of TRAI Act, made the Telecom Commercial Communications Customer Preference Regulations, 2010 (6 of 2010) dated the 1<sup>st</sup> December, 2010 (hereinafter referred to as the regulations);

3. And whereas the Authority has received representations from telecom consumers, stating that despite their having registered under National Customer Preference Register established under the regulations, they have received unsolicited commercial SMSs;

4. And whereas the Authority, on examination of complaints referred to in the preceding para, found that such commercial SMSs are being routed through the internet from servers located outside the country;

5. Now therefore, the Authority, in exercise of the powers conferred upon it under section 13, read with sub-clauses (i) and (v) of clause (b) of sub-section (1) of section 11 of the TRAI Act, hereby directs all Access Providers and International Long Distance Operators to ensure within thirty days of issue of this Direction that-

- (a) no incoming international SMS containing alphabet header or alphanumeric header as a Calling Line Identification is delivered through its network ;
- (b) no incoming international SMS containing the originating country code +91 is delivered through its network;
- (c) except on 'blackout days' as provided in clause (k) of sub-regulation (2) of regulation 20 of the regulations, no incoming international SMS from any source or number, originating more than two hundred SMS per hour, having similar 'signature', is delivered through its network; and
- (d) global titles of only the network of those entities with whom the Access Providers have entered into agreement are allowed in its network.

**(A.Robert Jerard Ravi)**  
**Advisor (QoS& SP)**

To  
All Access Service Providers  
All International Long Distance Operators