

Information note to the Press (Press Release No. 12 /2012)

For Immediate Release

Telecom Regulatory Authority of India

TRAI issues Directions on blocking of bulk international SMS

New Delhi, 20th January, 2012: TRAI today issued a direction to all Access Providers and International Long Distance Operators for blocking the bulk international SMS.

2. As per the provisions of "The Telecom Commercial Communications Customer Preference Regulations, 2010" on 1.12.2010, which have come into force from 27th September, 2011, the unsolicited commercial calls or SMSs will not be delivered to the customers registered on National Customer Preference Register (NCPR).

3. During the implementation of the regulations, several incidences came to the notice of TRAI that promotional SMS were being routed through the servers located at international destinations and were getting delivered to customers registered in NCPR. It was observed that generally such SMSs were getting originated from locations within Germany, Sweden, Nauru, Fiji, Cambodia, Bosnia, Albania, Grenada, UK, Jersey, Sint Maarten, Tonga, Vanuatu, Namibia, Panama, Antigua and Barbuda etc. These SMSs contain the headers which are alphanumeric or starting with +91 or numbers with international codes.

4. TRAI took serious note of such incidences and had detailed discussions with the telemarketers, access service providers and International Long Distance (ILD) operators to evolve measures for addressing the above practice of routing SMS through international locations. Based on these discussions, to strengthen the framework for addressing unsolicited commercial communications and to effectively control SMS coming from international locations, TRAI today issued a direction to all the Access Providers and the ILD operators mandating them to take the following steps, within thirty days, keeping in view the time required to put the necessary system in place:-

- i. All international SMS containing alphabet header or alphanumeric header or +91 as originating country code should not be delivered through the network.

- ii. If any source or number from outside the country generates more than two hundred SMS per hour with similar 'signature', the same should not be delivered through the network. However, such restriction shall not be applicable on blackout days.
- iii. Only valid codes associated with the network of those entities with whom agreements have been signed by the Access Providers shall be allowed in the network.

Contact Details in case of any clarifications:

A. Robert J. Ravi,
Advisor (QoS & SP),
Telecom Regulatory Authority of India
Mahanagar Doorsanchar Bhawan,
JawaharLal Nehru Marg, New Delhi-110 002
Tel.: 011-23230404
Fax: 011- 23213036
E-mail: advqos@tra.gov.in

Authorised to issue

A. Robert J. Ravi
Advisor (QoS& SP)