

Information note to the Press (Press Release No. 69/2014)

For Immediate Release

Telecom Regulatory Authority of India

TRAI issues data related to activation, deactivation and complaints of Value Added services.

New Delhi, 12th November, 2014: TRAI today issued data related to activation, deactivation and complaints of Value Added Services w.e.f. 1st January 2014 to 30th September 2014.

2. TRAI has taken several measures to protect the interest of consumers from time to time to prohibit activation of value added services without the explicit consent of consumers. TRAI has also issued directions which prohibit activation of value added services without the explicit consent of the consumers and also prescribed the manner in which the explicit consent is to be obtained.
3. TRAI has also made it simpler for the customers to deactivate the Value Added Services through a common toll-free number (155223) accessible through SMS or call across all operators. If any value added service is activated without the consent of a consumer, he may request the service provider for deactivation of such service on toll free Number 155223.
4. Activation of VAS is continuously monitored by TRAI. The details of total Value Added Services activated, deactivated and complaints received during the year 2014 are given as per Annexure-I.
5. The directions issued on Value Added Services from time to time are available on the TRAI's website www.traigov.in .

Sudhir Gupta,
Secretary, TRAI

Total Activations and Complaints			
Month (2014)	Total no. of VAS activations	Total no. of VAS deactivations	% of VAS complaints alleging activation without consent
Jan-14	58,081,519	7,689,843	0.15%
Feb-14	52,707,591	8,028,847	0.22%
Mar-14	64,051,100	9,338,155	0.20%
Apr-14	64,755,220	11,100,565	0.20%
May-14	64,877,391	13,635,590	0.19%
Jun-14	62,300,044	10,193,555	0.19%
Jul-14	67,337,860	11,160,630	0.18%
Aug-14	65,907,802	11,205,419	0.20%
Sep-14	68,787,166	11,241,359	0.13%
Total	568,805,693	93,593,963	0.18%