

**GOVERNMENT OF INDIA  
COMMUNICATIONS AND INFORMATION TECHNOLOGY  
LOK SABHA**

UNSTARRED QUESTION NO:465  
ANSWERED ON:03.08.2011  
UNSUBSCRIBED CALLER TUNES  
Guddu Shri Premchandra

**Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:**

- (a) whether in contravention of the rules of TRAI, the mobile companies including MTNL and BSNL are setting caller tunes on mobiles of consumer in the country without the consent of the consumer and charging exorbitant fee for the same;
- (b) if so, the details thereof alongwith the number of complaints received from consumers in this regard, State-wise; and
- (c) the action taken/likely to be taken by the Government against such telecom companies in this regard?

**Answer**

THE MINISTER OF STATE IN THE MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY (SHRI MILIND DEORA)

(a) & (b) Telecom Regulatory Authority of India (TRAI) has reported that it has been receiving complaints from consumers regarding activation of value added services, including ring tunes on their mobile handsets by service providers without their explicit consent. During the period 1st April 2010 to 31st March 2011 TRAI had received 672 number of complaints from consumers relating to value added services. The state-wise details of the complaints are not available in TRAI.

(c) To address concerns of consumers in this regard and also to prevent accidental activation of value added services, TRAI has issued directions to service providers, from time to time, mandating them to ensure that no value added service is activated without the explicit consent of the consumers and also prescribing therein the procedure for obtaining the explicit consent of the consumers. These directions were issued on 3.5.2005, 30.10.2007, 27.4.2009 and 4.9.2009. Further, TRAI has recently issued a direction on 4.7.2011 to all service providers that in all cases of activation of value added service, the service provider has to obtain a confirmation from consumers within 24 hours of activation of value added services through SMS or e-mail or fax or in writing, failing which the value added service shall be de-activated without any cost to the consumer.