

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

UNSTARRED QUESTION NO:454
ANSWERED ON:23.11.2011
RESTRICTION ON SMSS
Shetkar Shri Suresh Kumar

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

- (a) whether the Government has restricted the number of permissible SMSs per day to 100 for all subscribers;
- (b) if so, the details thereof and the reasons therefor;
- (c) the reaction of the various stakeholders thereto; and
- (d) the action taken by the Government in this regard?

Answer

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

(a) & (b) Madam, the Telecom Regulatory Authority of India (TRAI) issued "The Telecom Commercial Communications Customer Preference Regulations, 2010" on 1st December, 2010 with the objective to provide an effective mechanism for curbing Unsolicited Commercial Communications. As per this regulation Access providers have been mandated not to provide to any person, other than a registered telemarketer, any tariff plan or SMS package in any form such as special recharge voucher, student pack, seasonal pack etc. permitting sending of more than one hundred SMS per day per SIM except on 'blackout days' and additional days as may be specified by the TRAI by direction issued from time to time.

This restriction has been laid down in order to control unregistered telemarketers from sending bulk SMSs.

(c) & (d) TRAI has received representations from some of the service providers and consumers requesting that the limit of one hundred SMS per day per SIM may be increased. Accordingly, TRAI considered these representations and has increased the limit of one hundred SMS to two hundred SMS per day per SIM with effect from 1st November, 2011.