

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

UNSTARRED QUESTION NO:2390
ANSWERED ON:28.03.2012
FEES ON BULK SMS
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Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:

- (a) whether any fee has been levied for sending bulk SMS;
- (b) if so, the details thereof alongwith the reasons therefor;
- (c) whether the Government is considering to withdraw the said fees; and
- (d) if so, the details thereof?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY

(SHRI M1LIND DEORA)

(a)&(b) Telecom Regulatory Authority of India (TRAI) has not levied any fees on bulk SMS. However, TRAI , vide the Telecom Commercial Communications Customer Preference Regulations , 2010, has prescribed `a promotional SMS charge` of Rs. 0.05 (five paisa only) payable by an Originating Access Provider to the Terminating Access Provider for each promotional SMS sent by a registered telemarketer from the network of the Originating Access Provider to the network of the Terminating Access Provider. This is to prevent the telemarketers from dumping promotional SMSs which results in inconvenience to consumers as well as networks.

(c)&(d) TRAI is not considering to withdraw the said fees as the imposition of a termination charge on promotional SMSs has been an effective deterrent to the sending of such SMSs.