

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

UNSTARRED QUESTION NO:1462  
ANSWERED ON:14.08.2013  
ILLEGAL TELEMARTETING COMPANIES  
Aaron Rashid Shri J.M.

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

- (a) whether illegal telemarketing companies have increased during the last one year;
- (b) if so, the details thereof;
- (c) whether the Government has any system in place to track the unauthorized and illegal tele marketing companies;
- (d) if so, the details in this regard; and
- (e) the action taken against the illegal telemarketing companies during the above period?

**Answer**

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

(a) & (b) Madam, Through the Telecom Commercial Communications Customer Preference Regulation, 2010 TRAI has laid down a revised framework for addressing Unsolicited Commercial Communications (UCC) and these regulations came into force with effect from 27.09.2011. TRAI has also issued various amendments to these regulations and a number of directions to make the regulatory framework more effective.

It is observed that complaints related to unauthorised telemarketing activity from un-registered telemarketers (who are not registered with TRAI), has increased during last one year. The details of the complaints received with the Access Service Providers during the period 27.9.2011 to 4.8.2012 and 5.8.2012 to 4.8.2013 are as follows:

Total complaints received during 1,49,882  
the period 27.09.2011 to 04.08.2012 (Average 14,998 complaints per month)  
Total complaints received during last 5,56,834  
one year (from 05.08.2012 to 04.08.2013) (Average 46,402 complaints per month)

(c) & (d) To make the framework more effective an amendment to the Telecom Commercial Communications Customer Preference Regulation (Tenth Amendment) has been issued by TRAI on 5.11.2012 to further control the unsolicited commercial communications, especially relating to commercial SMS from unregistered telemarketers. One of the key provision of this regulation includes restricting unregistered telemarketers from sending bulk promotional SMSs using software applications. Through this regulation TRAI has mandated the Access Service Providers to put in place a solution, which will ensure that no commercial SMSs are sent having same or similar characters or strings or variants from any source or number. The solution will ensure that no more than 200 SMSs with such similar 'signature' are sent in an hour.

(e) TRAI has recently also issued the Telecom Commercial Communications Customer Preference (Twelfth Amendment) Regulation on 23.5.2013. This regulation provides for disconnection of all the telecom resources of subscribers sending unsolicited calls/SMSs, blacklisting of the name and address of such subscribers for two years, disconnection of telecom resources to such subscriber by the other service providers within twenty four hours of blacklisting of such subscriber. Also no telecom resources shall be allotted to such blacklisted subscriber by any Access Provider for two years. In pursuance of these efforts by TRAI, a total of about three lakhs telephone connections of un-registered telemarketers have been disconnected by the Access Service Providers and the name and address of 25295 such subscribers have been put into the blacklist.

The details of action taken by the TRAI against the telemarketers and service providers are given below:

- 01. Number of notices sent to un-registered telemarketers 2,85,813  
(From 27.9.2011 to 31.7.2013)
- 02. Number of Telephone disconnections of un-registered 2,99,575  
telemarketers (From 27.9.2011 to 31.7.2013)
- 03. Number of Telemarketers Blacklisted 15  
(From 27.9.2011 to 25.06.2013)
- 04. Number of un-registered telemarketers / 25295

subscribers that have been put into the Blacklist.