



भारतीय दूरसंचार विनियामक प्राधिकरण
TELECOM REGULATORY AUTHORITY OF INDIA

महानगर दूरसंचार भवन, जवाहर लाल नेहरू मार्ग,
Mahanagar Doorsanchar Bhawan, Jawahar Lal Nehru Marg,
(पुराना मिनटो रोड), नई दिल्ली-110002
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Dated: the 5th February, 2015

DIRECTION

Subject: Direction under section 13, read with sub-clause (i) of clause (b) of sub-section (1) of section 11, of the Telecom Regulatory Authority of India Act, 1997 to comply with the instructions issued by the Department of Telecommunications on short codes and use of special characters.

F.No.411-4/2014-NSL-I- Whereas the Telecom Regulatory Authority of India [hereinafter referred to as the Authority], established under sub-section (1) of section 3 of the Telecom Regulatory Authority of India Act, 1997 (24 of 1997) (hereinafter referred to as TRAI Act, 1997), has been entrusted with discharge of certain functions, inter alia, to ensure compliance of terms and conditions of license; fix the terms and conditions of inter-connectivity between the service providers; ensure technical compatibility and effective interconnection between different service providers and to protect interest of the consumers of telecommunication services etc.;

2. And whereas the Department of Telecommunication (hereinafter referred to as DoT) has, vide its letter No. 16-7/2006-BS.II, dated the 23rd May, 2006, permitted use of special characters such as *, #, \$ etc. from subscriber's terminal within the network of Unified Access Services Licensee, Cellular Mobile telephone Service Licensee and Basic Service Licensee for provisioning of intra-network value added services or accessing or provisioning of high speed data services (A copy of the letter dated 23rd May, 2006 is annexed as **Annexure-A**);

3. And whereas DoT has, vide its Office Memorandum No. 16-3/2003-BS.II/Vol. VI dated the 30th November, 2006, directed all Unified Access Service Provider, Basic Telephone Service Providers and Cellular Mobile Service Providers to use level '5' for allocation of short codes to the content providers including SMS based services within their network (a copy of the O.M. dated the 30.11.2006 is annexed as **Annexure-B**);

4. And whereas DoT has, vide its O.M. No. 16-3/2003-BS.II/Vol.VI dated the 1st December, 2006 (**Annexure-C**), issued guidelines for allocation of short codes to the content providers including SMS based services which provides as under:-

- (i) All the Access Service providers must use the level '5' for short codes to their content providers including SMS based services within their network.
- (ii) All the existing 4 digit short codes are to be prefixed by '5' to convert the same to 5 digit codes.
- (iii) All the existing 5 and 6 digit short codes are to be migrated to 5 digit codes by replacing the first digit or first two digits respectively by '5' and so on. Dispute if any shall be brought to the notice of DoT for final allocation, whose decision shall be final and binding to all the stakeholders.
- (iv) Parallel working of old short codes with the new codes is allowed for six months from the date of issue of these Guidelines;

5. And whereas DoT has, vide its letter No. 16-3/2003-BS.II/Vol.VI/441 dated the 7th May, 2007 (**Annexure-D**) issued clarifications on allocation of short codes to the content providers including SMS based services which reads as under:-

"In reference to this office O.M. of even No. dated the 1st December, 2006 on the subject mentioned above, the undersigned is directed to issue the following:

1. The short codes should start with level 5 and will be minimum of 5 digits.
2. Use of suffixes to the short codes is permitted.
3. Allotment of new short codes should be minimum of 5 digits and they should be level 5 only.
4. The parallel working of old short codes with the new codes is allowed upto the 31 August, 2007.

All other terms and condition remain unchanged."

6. And whereas the service providers are using short codes and special characters for providing premium rate services such as voting in television programme, gaming services etc.;

7. And whereas the tariff for premium rate services is under forbearance but to ensure transparency and to protect the interest of the consumer, the Authority has made Telecom Consumer Protection Regulations, 2012 (2 of 2012) and sub-regulation (1) of regulation (10) of the said regulations, inter alia, provides that every service provider providing or giving access to a premium rate services shall ensure that the rate of such

call is conveyed to the consumer through a voice alert prior to the materialisation of the call and reads as under:-

"Every service provider providing or giving access to a premium rate service shall ensure that the rate of such call is conveyed to the consumer through a voice alert prior to the materialisation of the call;

Provided that the voice alert shall be in English and the local language of the service area."

8. And whereas the Authority, vide its letter No. 411-4/2014-NSL-I dated the 4th July, 2014 directed the service providers to furnish information on short codes allocated to the content providers and the application service providers in the format attached with the said letter;

9. And whereas the Authority analysed the reports received from the service providers and noted that the service providers had violated the instructions of the licensor on short codes and the provisions of the National Numbering Plan;

10. And whereas clause 16.1 of the Unified Access Service Licence provides that the licensee shall be bound by the terms and conditions of the licence agreement as well as by such orders, directions and regulations of the Authority and instructions issued by the licensor or TRAI and reads as under:-

"16.1 The LICENSEE shall be bound by the terms and conditions of this Licence Agreement as well as by such orders/directions/regulations of TRAI as per provisions of the TRAI Act, 1997 as amended from time to time and instructions as are issued by the Licensor/TRAI";


11. And whereas clause 23.3 of the Unified Access Service Licence provides that the licensee shall ensure adherence to the National Fundamental Plan which include National Numbering, routing and transmission plan issued by DoT and technical standards as prescribed by Licensor or TRAI from time to time;

12. Now, therefore, in exercise of the powers conferred upon it under section 13, read with sub-clause (i) of clause (b) of sub-section (1) of section 11, of the Telecom Regulatory Authority of India Act, 1997, the Authority hereby directs all the Unified Licence (Access Service) Unified Access Service Providers, Cellular Mobile Telephone Service providers and Basic Service Providers to :-

- (a) comply with the instructions issued by the licensor vide its letter No. 16-7/2006-BS.II dated the 23rd May, 2006, Office Memorandum No. 16-3/2003-

BS.II/Vol.VI dated the 30th November, 2006, Office Memorandum No. 16-3/2003-BS.II/Vol.VI dated the 1st December, 2006 and letter No. 16-3/2003-BS.II/Vol.VI/441 dated 7th May, 2007;

- (b) comply with the provisions of sub-regulation (1) of regulation 10 of the Telecom Consumers Protection Regulations, 2012(2 of 2012);
- (c) publish on the main page of their website under the title 'Short codes and special characters', in the format contained in the **Annexure E**, the details of services offered to the consumers and tariffs for such services and update immediately, information on any change therein; and
- (d) furnish to the Authority on quarterly basis, within ten days of the end of the quarter, commencing from the quarter ending March, 2015, information in the format contained in **Annexure F**.


(Arvind Kumar)
Advisor (NSL-I)

To

All UL(AS)/UASL/CMTS/Basic Service Providers

Annexure 11 A
MOST IMMEDIATE

Government of India
Ministry of Communications & Information Technology
Department of Telecommunications
(Basic Services Licensing Group)
Sanchar Bhavan, 20 Ashok Road, New Delhi-110 001.

No.16-7/2006-BS.II

Dated, the 23rd May 2006.

To

1. All Unified Access Service Licensees.
2. All Cellular Mobile Telephone Service Licensees.
3. All Basic Service Licensees.

Sub: Use of special characters such as *, #, \$ etc. from subscriber terminal.

After considering TRAI's recommendations on the above mentioned subject, it has been decided by competent authority to permit use of special characters such as *, #, \$ etc. from subscriber's terminal within the network of Unified Access Service Licensee / Cellular Mobile Telephone Service Licensee / Basic Service Licensee for provisioning of intra-network value added services or accessing / provisioning of high speed data services with immediate effect.

R. Kataria
23.05.2006
(Raj K. Kataria)
Under Secretary to the Govt. of India
Tel: 23710488

Copy to:

1. Secretary, Telecom Regulatory Authority of India, New Delhi.
2. Sr. DDG (TEC), Khurshid Lal Bhavan, New Delhi.
3. DDG (LR), DOT.
4. DDG (VAS), DOT.
5. The Director General, Cellular Operators Association of India, New Delhi.
6. The Secretary General, AUSPI, New Delhi.

81/2006(FM)/MCM
26.5.06

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Annexure-13

GOVERNMENT OF INDIA
MINISTRY OF COMMUNICATIONS & INFORMATION TECHNOLOGY
DEPARTMENT OF TELECOMMUNICATIONS
714, SANCHAR BHAVAN, 20, ASHOK ROAD, NEW DELHI-110001

No. 16-3/2003-BSII/Vol.VI

Dated: 30th November, 2006

OFFICE MEMORANDUM

SUBJECT: ADDENDUM TO THE NATIONAL NUMBERING PLAN, 2003 (NNP-2003) - ALLOCATION OF SHORT CODES TO THE CONTENT PROVIDERS INCLUDING SMS BASED SERVICES.

In supersession of this office O.M. of even No. dated 29th November, 2004 on the subject mentioned above, the undersigned is directed to state that for the proper conduct of telegraph, the Competent Authority has decided that all the Unified Access / Basic / Cellular Mobile Service providers must use the level '5' for allocation of short codes to the Content Providers including SMS based services within their network.

All other terms and conditions will be as per the guidelines issued in this regard.

30/11/2006
(Raj.K.Kataria)

Under secretary to the Govt. of India

Copy to:

1. Secretary, Telecom regulatory authority of India.
2. Sr.DDG(TEC), Khurshid Lal Bhavan, Janpath, New Delhi.
3. DDG(DS) / (AS) / (CS)
4. All Unified Access / Basic / Cellular Mobile service Operators.

Annexure - C
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GOVERNMENT OF INDIA
MINISTRY OF COMMUNICATIONS & INFORMATION TECHNOLOGY
DEPARTMENT OF TELECOMMUNICATIONS
714, SANCHAR BHAVAN, 20, ASHOK ROAD, NEW DELHI-110001

No. 16-3/2003-BSII/Vol.VI

Dated: 1st December, 2006

OFFICE MEMORANDUM

SUB: GUIDELINES FOR ALLOCATION OF SHORT CODES TO THE CONTENT PROVIDERS INCLUDING SMS BASED SERVICES.

In pursuance of this office O.M. of even No. dated 30th November, 2006 regarding addendum to NNP-2003, the undersigned is directed to issue the following Guidelines for allocation of short codes by **the Access Service Providers** to the Content Providers including SMS based services, within their network:

- (i) All the Access Service providers must use the level '5' for short codes to their content providers including SMS based services within their network.
- (ii) All the existing 4 digit short codes are to be prefixed by '5' to convert the same to 5 digit codes.
- (iii) All the existing 5 and 6 digit short codes are to be migrated to 5 digit codes by replacing the first digit or first two digits respectively by '5' and so on. Dispute if any shall be brought to the notice of DOT for final allocation, whose decision shall be final and binding to all the stakeholders.
- (iv) Parallel working of old short codes with the new codes is allowed for six months from the date of issue of these Guidelines.

-Sd/-

(Raj.K.Kataria)

Under Secretary to the Govt. of India

Copy to:

1. **Secretary, Telecom regulatory authority of India.**
2. **Sr.DDG(TEC), Khurshid Lal Bhavan, Janpath, New Delhi.**
3. **DDG(AS) / (CS)**
4. **All Unified Access / Basic / Cellular Mobile service Operators.**
5. **DDG (DS) for posting on the official website please.**

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Annexure-II

Government of India
Ministry of Communications & Information Technology
Department of Telecommunications
LICENSING CELL (ACCESS SERVICES GROUP)
714, Sanchar Bhawan, 20, Ashok Road, New Delhi-110 001.

No.16-3/2003-BS.II/Vol.VI/441-

07th May, 2007

To

All the Access Service Providers.

SUBJECT : ALLOCATION OF SHORT CODE TO THE CONTENT PROVIDERS INCLUDING SMS BASED SERVICES - CLARIFICATIONS REGARDING.

In reference to this office O.M. of even No. dated 01st December, 2006 on the subject mentioned above, the undersigned is directed to issue the following:

1. The short codes should start with level 5 and will be minimum of 5 digits.
2. Use of suffixes to the short codes is permitted.
3. Allotment of new short codes should be minimum of 5 digits and they should be in level 5 only.
4. The parallel working of old short codes with the new codes is allowed upto 31st August, 2007.

All other terms and condition remain unchanged.

(Raj K. Kataria)
Tel No. 23036536

Under Secretary to the Govt. of India

Copy to:

1. Secretary, Telecom Regulatory Authority of India.
2. Sr. DDG (TEC), Khurshid Lal Bhawan, Janpath, New Delhi.
3. DDG(DS) / (AS) / (CS).

**Format for publishing information on short codes/special character codes
on Service Providers' website.**

Short Code

Sl.no.	Short Code no.	Details of services offered through such Short code	Tariff applicable	
			Voice (Rs./min)	SMS (Rs./SMS)
1	2	6	4	5

Special Character Code

Sl.no.	Special Character Code used	Details of services offered through the special character code	Tariff applicable	
			Voice (Rs./min)	SMS (Rs./SMS)
1	2	5	3	4

Annexure-F

Format for submission of information on short codes/special characters codes.

Name of the SP: _____

Information for the quarter ending : _____

Short Code

Sl.no.	Short Code used	Whether allocated for All India or some specific Service Area (In case of Service Area, please specify the name of the service area)	Whether the short code allocated to own network or content provider (In case of content provider, please indicate the name of the content provider)	Date of allocation of the short code	Location/city where the traffic carried through such short code is handed over to content provider	Tariff applicable		Description of service offered through such short code
						Voice (Rs./min)	SMS (Rs./SMS)	
1	2	3	4	6	7	8	9	10

Special character Code

Sl.no.	Special Character Code used	Whether active on All India basis or some specific Service Area (In case of Service Area, please specify the name of the service area)	Date since active	Tariff applicable		Description of service offered through such special character code
				Voice (Rs./min)	SMS (Rs./SMS)	
1	2	3	4	5	6	7