

Subject Consultation paper on review of Telecom Unsolicited commercial Communication Regulation

We refer to the Consultation Paper on Review of the TRAI Regulations.

We do have some comments on the said paper specifically some of which are as follows:

- a. We would like to request that the Authority continue with the existing regime of the " National Do Not Call Registry" by improvising the implementation of the compliance with the guidelines;
- b. the move towards a 'National Do Call registry' would result in restricting the number of subscribers who register their names. The reason being that such subscribers may not have enough time or make serious efforts to get themselves registered and hence would not be on this list . This would result in a significant restriction to the access to potential customers who otherwise would have no objection in being called, resulting in a great impediment to the growth of existing businesses served by telemarketers.

We can suggest several ways to address the concerns you have highlighted. Hence, we request if you could grant us a fortnight to provide you with more comments on the matter.

We hope you will consider our request for extension of time favorably.

Best regards
Sujata Bhaduri
DLF Pramerica Life Insurance Company Limited