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## FEDERATION OF CONSUMER AND SERVICE ORGANIZATIONS

Promoted exclusively to deal with the pressing issues..

(Regd. No.CAG/01/2016 as a Consumer advocacy group with TRAI)

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The Chairman,  
Telecom Regulatory Authority of India,  
New Delhi – 110 002.

05.06.2018

Kind attention: Shri, Asit Kadayan, Advisor (QoS)

Sub: Forwarding our view on Telecom Commercial Communication Customer Preference Regulation,  
2018

At outset; we express our sincere thanks and appreciation for taking this issue for reconsideration. This is one of the great nuisances to the telecom consumers; fortunately, the TRAI also fully aware of the problem of telecom consumers and comes for rescue.

In our view on consultation paper in this issue we suggested as follows:

“Instead of to giving point to point wise suggestion; sending Unsolicited commercial Communication has to be stopped straight away to the telecom consumers, it may send; those who wants. At present the service providers are sending UCC all without any request; this practices are unfair and exploiting the innocent telecom consumers.

The Commercial communication should send only on request and choice (including select by them) of the telecom consumers. “

We extremely happy that the regulation imposes this condition; which acquire consent from the telecom consumers and maintains registers too. This is really excellent and great relief to the telecom consumers especially to illiterate. The most of them are unaware to stop these UCCs..

2. The Consumers complaint in this regard may be strengthen in the line of Telecom Consumer Complaint Regulation and involve the CAGs in Redressal of the complaint system or enable to watch..

3. Every Access Provider shall give due publicity through appropriate means to make customer aware regarding their rights in receiving the UCC only after acquire their consent and if any violation to lodge the complaint in regional language

Thanks and regards.

M. Sekaran/ President. .