

**Information note to the Press (Press Release No. /2011)**

For Immediate Release

**Telecom Regulatory Authority Of India**

**TRAI enforces “The Telecom Commercial Communications  
Customer Preference Regulations”**

**New Delhi, 13<sup>th</sup> October, 2011:** All the provisions of “**The Telecom Commercial Communications Customer Preference Regulations, 2010**” issued have come into force from 27<sup>th</sup> September 2011.

2. TRAI is monitoring and enforcing the regulations for protection of customers from Unsolicited Commercial calls and SMSs. In this regard M/s. Vodafone penalized the first batch of telemarketers by deducting penalty amount from their security deposits on 12.10.2011. M/s. Vodafone Ltd., the service provider has deposited Rs. 50000/- (Rs. Fifty Thousand only) with TRAI in compliance to the regulations.

3. The “**The Telecom Commercial Communications Customer Preference Regulations, 2010**” is available on TRAI website <http://www.trai.gov.in>.

**Contact Details in case of any clarifications**

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**Authorised to issue**

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