

**Information note to the Press (Press Release No. 13/2012)**

For Immediate Release

**Telecom Regulatory Authority of India**

**TRAI exempts machine to machine and person to machine messages  
from the limit of 200 SMS per day per SIM**

**New Delhi, 25<sup>th</sup> January, 2012:** TRAI today exempted the machine to machine and person to machine messages from the limit of 200 SMS per day per SIM. All the provisions of **“The Telecom Commercial Communications Customer Preference Regulations, 2010”** issued by TRAI on 1.12.2010 have come into force from 27<sup>th</sup> September 2011. As per the provisions of such regulations, no Access Provider shall permit sending of more than two hundred SMS per day per SIM.

2. TRAI has received representations from the stakeholders that in view of the limit of 200 SMS per day per SIM, they are not able to send machine to machine and person to machine SMSs which are sent by them to initiate process or application for their operational requirements. TRAI has duly considered such representations and has excluded all machine to machine and person to machine messages from the limit of 200 SMS per day per SIM. The relevant directions are placed at **[www.trai.gov.in](http://www.trai.gov.in)**.

3. The Authority has received representations from various companies, for clarification regarding delivery of information through SMS related to services or maintenance provided by them to their customers. Such services include providing details of driver or taxi on booking of Radio Taxi, tentative date of delivery of goods, tentative date of attending complaint, contact details of person attending the complaint

etc. In this regard, it is clarified that the Authority has already issued a Direction dated 25<sup>th</sup> October, 2011 in which it has categorized information sent by a registered company to its employees or agents or its customers pertaining to services or goods to be delivered to such customer under Transactional message. So a registered company may send information pertaining to services or goods to be delivered to customer under Transactional message category.

**Contact Details in case of any clarifications**

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**Authorised to issue**

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