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Pesky messages back? TRAI raises SMS limit to 200 per day per SIM

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NEW DELHI: Telecom consumers will now be able to send up to 200 SMSes per day from a SIM, as against the earlier limit of just 100 SMSes per day imposed by the Telecom Regulatory Authority of India (Trai).

"The authority has received representations from some of the service providers and consumers to increase the limit of 100 SMSes per day per SIM. The authority has considered these representations and decided to increase the limit of 100 SMSes per day per [SIM](#) to 200 SMSes per day per SIM," [Trai](#) said in a statement today.

To deter unsolicited SMSes by telemarketing companies, Trai had earlier restricted the number of non-commercial SMSes that can be send from a SIM to 100. There was no restriction on commercial messages sent through telemarketing companies registered with Trai.

The new cap of 200 SMSes per sim per day will be effective from today.

After much delay, TRAI in September this year came out with recommendations to stop pesky calls and text messages, directing that no operators will permit the transmission of more than 100 SMSes per day per SIM.

In a bid to clamp down pesky SMSes, the Telecom Regulatory Authority of India (TRAI) had said that it will impose a termination charge of 5 paise per SMS on operators from whose networks commercial messages originate.

Termination charges are paid by an operator from whose network calls or SMS originate to the one on whose network these communications end. These charges impact tariffs.

"The promotional SMS charge shall be Re 0.05 (five paise only). The Originating Access provider may collect the promotional SMS charge from the registered telemarketer," TRAI said in a notification.

At present, some operators charge a termination fee of up to 15 paise per SMS. The current directive would make it mandatory for all operators to charge the termination levy for commercial SMSes.

CDMA telecom operators have opposed the imposition of a termination charge on SMS, saying the move is anti-consumer, anti-competitive and not based on a scientific technical study.

"Some of the incumbent GSM operators always propagate high termination charges for calls as well as on SMS, as it works in their favour. Imposition of any termination charge on SMS will be anti-competitive, anti-consumer and not based on costs," Auspi General Secretary [S C Khanna](#) had said in a letter to the Trai Chairman.

He added that prices of bulk SMSes are currently 1.5 to 2 paise and if it shoots up to 7 paise per SMS, this important marketing avenue will be eliminated.

"It would result in thousands losing their jobs as a result of this change in regulation, which will add to the plight of lower sections of society," Khanna said.

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