

**Press Information Bureau
Government of India
Ministry of Communications & Information Technology**

03-August-2011 17:05 IST

Unsubscribed Caller Tunes

Telecom Regulatory Authority of India (TRAI) has reported that it has been receiving complaints from consumers regarding activation of value added services, including ring tunes on their mobile handsets by service providers without their explicit consent. During the period 1st April 2010 to 31st March 2011 TRAI had received 672 number of complaints from consumers relating to value added services.

To address concerns of consumers in this regard and also to prevent accidental activation of value added services, TRAI has issued directions to service providers, from time to time, mandating them to ensure that no value added service is activated without the explicit consent of the consumers and also prescribing therein the procedure for obtaining the explicit consent of the consumers. These directions were issued on 3.5.2005, 30.10.2007, 27.4.2009 and 4.9.2009. Further, TRAI has recently issued a direction on 4.7.2011 to all service providers that in all cases of activation of value added service, the service provider has to obtain a confirmation from consumers within 24 hours of activation of value added services through SMS or e-mail or fax or in writing, failing which the value added service shall be de-activated without any cost to the consumer.

This information was given by Shri Milind Deora, Minister of State for Communication and Information Technology in written reply to a question in Lok Sabha today.

SP/ska