

ALL TELEMARETERS REQUESTED TO REGISTER WITH NDNC

Dated: November 28, 2007

Telecom service providers have always valued privacy of their customers. **The mobile service providers believe that privacy of the subscribers is of paramount importance. The service providers already had their respective Do Not Disturb (DND) machinery in place and the concept was further strengthened by the Telecom Regulatory Authority of India (TRAI) initiative of setting up National Do Not Call Registry (NDNC).**

The setting up of a DND at a National level is a laudable effort by the Authority. National Do Not Call Registry (NDNC) has now been setup by the Authority and COAI has been extending full support and co-operation for the success of same. The subscribers who do not wish to receive telemarketing calls can register with NDNC through their respective service providers. The subscribers can register either by calling the customer care or through SMS or through the website of their respective service provider.

Mr. T. V. Ramachandran, Director General COAI emphasized, **“For Unsolicited Commercial Communications Regulation to be successful, the basic requirement is that all telemarketers abide by the rules prescribed by TRAI”.** As per this Regulation, **it is mandatory for all Telemarketing agencies or for any agency intending to make telemarketing calls to register with the NDNC.** It is also necessary that the telemarketers scrub their calling lists prior to making any telemarketing calls or sending telemarketing SMS messages. Telemarketing agencies cannot call or send messages to subscribers who have already registered with the NDNC. **Calling subscribers who have registered with the NDNC violates the law and will invite strict penalties and punitive action.**

The telemarketing agency can register by directly logging on to the NDNC website (www.ndncregistry.gov.in). The application form is available on the site. The form has to be filled and submitted electronically. After completing the above formalities, the telemarketing agency should take a print out of the form and the undertaking.

The above printed application form along with registration processing fee of Rs.1000/- per telemarketing centre is to be submitted to the designated **office of the respective service provider**. Name and address of the applicant must be mentioned on the reverse of the Demand Draft/Pay Order/Bankers' cheque.

Mr. Ramachandran said that COAI on behalf of all subscribers strongly urges all telemarketers & telemarketing agencies to immediately register with the NDNC. The complete details for registration are also available on the NDNC website (www.ndncregistry.gov.in).

(390 words)
