

**GOVERNMENT OF INDIA  
MINISTRY OF COMMUNICATIONS  
DEPARTMENT OF TELECOMMUNICATIONS**

**LOK SABHA  
UNSTARRED QUESTION NO. 1536  
TO BE ANSWERED ON 31<sup>ST</sup> JULY, 2024**

**FAKE CALLS**

**1536 SHRI VIJAYAKUMAR ALIAS VIJAY VASANTH:  
SHRI MADDILA GURUMOORTHY:**

Will the Minister of COMMUNICATION be pleased to state:

- (a) the status of 'Do Not Call Registry';
- (b) whether the Government has taken note of incidents of telemarketing companies calling customers from the personal phones of their employees thereby making it difficult for the customers to know the whereabouts of the call;
- (c) if so, the details thereof and the reaction of the Government thereto along with the remedial steps taken/being taken by the Government in this regard;
- (d) whether the Government is taking appropriate measures to bring down the spam call rates in the country considering as it was fourth worst hit country in terms of spam calls in the year 2021; and
- (e) if so, the details thereof and if not, the reasons therefor?

**ANSWER**

**MINISTER OF STATE FOR COMMUNICATIONS AND RURAL DEVELOPMENT  
(DR. PEMMASANI CHANDRA SEKHAR)**

(a) Telecom Commercial Communications Customer Preference Regulations, 2018 (TCCCPR-2018) issued by Telecom Regulatory Authority of India (TRAI) to curb Unsolicited Commercial Communications (UCC), enable the telecom subscribers for registering preferences for receiving commercial communications in the Preference Register popularly known as 'Do Not Call Registry'. A telecom subscriber can opt to block all commercial communications or can selectively block commercial communications as per preference categories. Registration of the preferences can be done through various modes such as mobile apps, sending SMS to 1909 or calling on 1909. Access service providers (telecom operators) are required to make this facility available for the customers to register their preferences on 24 hours x 7 days basis. At present, about 22 crore subscribers have registered their preferences.

(b) & (c) A separate 140xxx series is allocated to Telemarketers (TMs) for making commercial calls which enables subscribers to know about the incoming commercial calls and take decision whether to respond or not to such calls. However, large number of instances have been noted about the use of 10-digit numbers in place of 140xxx for making commercial calls by the unregistered telemarketers (UTMs). Access service providers are required to act against the UTMs including giving warning, putting them under usage cap or disconnecting in case of repeated violations.

The count of complaints and action taken against UTMs from January 2021 to December 2023 are as under:

Period	No. of complaints against UTMs	Imposed Usage Cap* during investigation of complaints	Issued warning notices for first instance of violation	Imposed usage caps for 6 months for second instance of violation	Disconnected connections for violating regulations for third time
Jan-21 to Dec-21	8,55,771	2,21,690	3,46,429	54,865	15,382
Jan-22 to Dec-22	9,04,359	2,58,041	4,09,739	7,72,13	32,032
Jan-23 to Dec-23	12,22,946	2,56,220	3,99,274	57,565	27,043

\*Usage Cap means a limit put on a telephone number for making a maximum of twenty outgoing voice calls per day and a maximum of twenty outgoing messages per day.

(d) & (e) Various measures which have been taken to control unsolicited voice calls and details of reduction in customer complaints against registered TMs are as under:

- i. On the recommendations of TRAI, a separate numbering series 160xxx series has been allocated by the Department of Telecommunications for service and transactional voice calls for the banks and other entities.
- ii. TRAI has issued direction on 13<sup>th</sup> June 2023 to all Access Service Providers to deploy artificial intelligence and machine learning based system to detect UTMs involved in sending UCC.
- iii. TRAI has sent important aspects of TCCCPR-2018 to sensitize the senders about the regulatory requirements before making commercial communications through voice calls or SMS to Reserve Bank of India (RBI), Securities and Exchange Board of India (SEBI), Insurance Regulatory and Development Authority of India (IRDAI), Department of Consumer Affairs (DoCA), Department of Financial Services (DFS), Department of Economic Affairs (DEA) with a request to direct all entities / institutions under their respective jurisdiction. Further, through the Access Service Providers, these guidelines were shared with all the senders.
- iv. Details of reduction of customer complaints against registered TMs:

Period	Complaints received by Access Service Providers against registered TMs
Jan-2021 to Dec-2021	4,28,290
Jan-2022 to Dec-2022	1,78,690
Jan 2023 to Dec 2023	1,39,886

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