

**Government of India**

Ministry of Communications & IT  
Department of Telecommunications  
Licensing Group (Access Services),  
Room No. 714, Sanchar Bhavan, 20, Ashoka Road, New Delhi-110001.

No. 16-3/2009/AS-III/736

Dated 16<sup>th</sup> September 2009

To

All Access Service Providers (CMTS/UASL)  
Bharat Sanchar Nigam Ltd.  
Mahanagar Telephone Nigam Ltd.

**Subject : TRAI's Direction dated 27<sup>th</sup> April 2009 on provision of Value Added Services to customers.**

With reference to letter no. nil dated 7<sup>th</sup> September 2009 from Association of Unified Telecom Service Providers of India and Cellular Operator Association of India regarding subject mentioned above, the undersigned is directed to intimate that a short code '1552-23' is allotted as VAS helpline for registering subscribers' request for unsubscribing any Value Added Services prescribed in the License Agreement across all the circles for Voice as well as SMS. 1552-23 would be category - II with unrestricted accessibility.

राज कटारिया  
16-09-2009  
(Raj K. Kataria)

Under Secretary to the Govt. of India

Copy to :

1. Sr. DDG, TEC, Khurshid Lal Bhawan, Janpath, New Delhi.
2. C.M.D., MTNL/BSNL.
3. Director (CS-III)/Director (AS-IV), DoT.
4. Shri S.C. Khanna, Secretary General, AUSPI, B-601, Gauri Sadan, Hailey Road, New Delhi. (The availability of code '126000' as free in the networks of all operators is factually incorrect).
5. Shri T.V. Ramachandran, Director General, COAI, 14, Bhai Veer Singh Marg, New Delhi-110001. (The availability of code '126000' as free in the networks of all operators is factually incorrect).