

## HOW TO REGISTER YOUR PREFERENCE FOR RECEIVING COMMERCIAL COMMUNICATIONS

1. As a telecom customer, you have the option to either block all commercial calls and SMS or to block only commercial calls while receiving SMSs of your choice. For this purpose, you have to register your preference.
2. You can register your preferences for receiving commercial communications by:
  - A. Dialing toll free number 1909; or
  - B. Sending SMS to 1909
3. When you dial the toll free number 1909, you will be prompted to register either through the customer care executive or through the Interactive Voice Response System (IVRS).
4. You can register for the Fully Blocked category in which NO COMMERCIAL CALL OR SMS will be allowed or for the Partially Blocked category. If you opt for the Partially Blocked category, you WILL NOT RECEIVE ANY COMMERCIAL CALL BUT WILL RECEIVE SMS ON SUBJECT(S) THAT YOU OPT FOR.

### A. PROCEDURE FOR REGISTRATION OF PREFERENCE BY DIALING 1909

1. Dial 1909, listen to the instructions and choose one of the following for registration of preference:
  - Through customer care executive
  - Through IVRS (Interactive Voice Response System)

#### A 1. REGISTRATION OF PREFERENCE THROUGH CUSTOMER CARE EXECUTIVE:

1. Ask the customer care executive for registration of your preference i.e. whether you would like to register in the fully blocked category or the partially blocked category.

a. Fully Blocked Category (No Call & No SMS)

or

b. Partially Blocked Category (No Calls; SMS on selected subjects)

2. If you opt for the fully blocked category, the customer care executive will record your preference in the Providers Customer Preference Register (PCPR) and will inform you of the same through SMS indicating your unique registration number.
3. If you opt for the partially blocked category, the executive will inform you of the various subjects available as per the list given below:
  1. Banking/Insurance/Financial products/credit cards,
  2. Real Estate,
  3. Education,
  4. Health,
  5. Consumer goods and automobiles,
  6. Communication/Broadcasting/Entertainment/IT,
  7. Tourism and Leisure.
4. The customer care executive will ask you to exercise your preference(s). You can opt for one, or a combination of some, or all the subjects.
5. The customer care executive will confirm your preference(s) and register the same in the Provider Customer Preference Register.
6. You will get an SMS confirming the preferences exercised by you along with your unique registration number.

## A 2. REGISTRATION OF PREFERENCE THROUGH INTERACTIVE VOICE RESPONSE SYSTEM (IVRS):

1. After calling the toll free number 1909 and selecting the option to register through IVRS, follow the instructions prompted by the IVRS.

2. The IVRS will prompt you about the categories available for registration of customers' preference i.e. the fully blocked category or the partially blocked category.
  - a. Fully Blocked Category (No Call & No SMS)  
or
  - b. Partially Blocked Category (No calls; SMS on selected subjects).
3. If you opt for the fully blocked category, your preference will be recorded in the Providers Customer Preference Register (PCPR) and you will be informed of the same through SMS, indicating your unique registration number.
4. If you opt for the partially blocked category, the IVRS will prompt you to opt for one or more of the following subjects on which you wish to receive SMS:
  1. Banking/Insurance/Financial products/credit cards,
  2. Real Estate,
  3. Education,
  4. Health,
  5. Consumer goods and automobiles,
  6. Communication/Broadcasting/Entertainment/IT,
  7. Tourism and Leisure.

You can opt for one, or a combination of some, or all the subjects.

5. Your selected preference(s) will be confirmed by the IVRS.
6. You will get an SMS confirming the preferences exercised by you along with your unique registration number.

## **B. REGISTRATION OF PREFERENCE THROUGH SMS**

1. You can register your preference(s) for commercial communications by sending an SMS to 1909.

2. The procedure for opting for various categories/subjects is given below:

- I. To opt for the fully blocked category, send SMS “START 0” to 1909.
- II. To opt for the partially blocked category, send SMS “Start <option>” to 1909 as given below:
  - “START 1” for receiving SMS relating to Banking/ Insurance / Financial products/Credit cards
  - “START 2” for receiving SMS relating to Real Estate
  - “START 3” for receiving SMS relating to Education
  - “START 4” for receiving SMS relating to Health
  - “START 5” for receiving SMS relating to Consumer goods and automobiles
  - “START 6” for receiving SMS relating to Communication / Broadcasting / Entertainment /IT,
  - “START 7” for receiving SMS relating to Tourism and Leisure

Note 1: To opt for multiple preferences from categories send SMS “Start <option1, option2, option3,...>” to 1909. For example for receiving commercial SMSs from Banking/Insurance/Financial products/Credit cards and Real Estate, send SMS in the format “START 1, 2”.

Note 2: Preference ‘0’ will always suppress other preferences. If ‘0’ is sent with along any other customer preferences, it will be treated as a fully

blocked preference. For example, “START “0,2,3”, will be considered a fully blocked option.

3. On receipt of an option exercised through SMS, the access provider will send an SMS to confirm the options exercised.
4. You have to send a confirmation SMS so that options exercised are implemented.
5. On getting the confirmation SMS, the Access Provider will register your preference and send you an SMS indicating your preferences along with your unique registration number.

Note: Some of the Access Providers have also provided a link on their websites through which customers can register their preferences. Details of Access providers providing the facility of web based registration are given in the Table below:

Sl no	Access provider	Website details
1	Aircel	<a href="http://www.aircel.com">http://www.aircel.com</a>
2	Bharti Airtel	<a href="http://www.airtel.in/">http://www.airtel.in/</a>
3	BSNL	<a href="http://www.bsnl.co.in">http://www.bsnl.co.in</a>
4	HFCL	<a href="http://www.hfclconnect.com">http://www.hfclconnect.com</a>
5	IDEA	<a href="http://www.ideacellular.com">http://www.ideacellular.com</a>
6	Loop Mobile	<a href="http://www.bplmobile.com">http://www.bplmobile.com</a>
7	MTNL Delhi	<a href="http://www.mtnldelhi.in">http://www.mtnldelhi.in</a>
8	MTNL Mumbai	<a href="http://mumbai.mtnl.net.in">http://mumbai.mtnl.net.in</a>
9	Reliance Communication	<a href="http://www.rcom.co.in">http://www.rcom.co.in</a>
10	Reliance Telecom	<a href="http://www.reliancemobile.com">http://www.reliancemobile.com</a>
11	Shyam	<a href="http://www.hellorainbow.com">http://www.hellorainbow.com</a>
12	Spice Punjab	<a href="http://spiceindia.com">http://spiceindia.com</a>
13	Spice Karnatka	<a href="http://spicetele.com">http://spicetele.com</a>
14	TATA	<a href="http://tataindicom.com">http://tataindicom.com</a>
15	Unitech	<a href="http://www.uninor.in">http://www.uninor.in</a>
16	Videocon	<a href="http://www.videocon.com">http://www.videocon.com</a>
17	Vodafone	<a href="http://www.vodafone.in">http://www.vodafone.in</a>

## REGISTRATION OF PREFERENCE BY DIALING 1909

