

No. 8-8/2009-PHM(MSE) [PT]  
BHARAT SANCHAR NIGAM LIMITED  
(A GOVERNMENT OF INDIA ENTERPRISE)  
8<sup>TH</sup> FLOOR, PHM SECTION,  
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Dated: 23<sup>rd</sup> September, 2011

All Chief General Managers,  
Telecom Circle/Telephone Districts.,

**Subject: - '140' number series exclusively for landline phones  
TELEMARKETING Proposal.**

NWO-CFA BSNL,CO has issued guideline for configuration of all landline switches in order to make it compatible for implementation of TCCCP regulations, 2010.

'140' number series exclusively for landline phones of telemarketing companies to help consumers recognise such calls can not be configured at present in C-DOT, 5ESS, E-10 B and AXE-10 new Technology Exchanges due to technical reasons.

In this context, Maharashtra Circle has intimated that there are 95 to 100 telemarketers which are working in C-DOT exchanges. Similarly in other circles also there may be telemarketers working from C-DOT, 5ESS, E-10 B and AXE-10. Configuration of 140 numbers series is possible in OCB-283 and EWSD exchanges for telemarketing.

In view of the above and to retain the existing telemarketers the approval of the competent authority is hereby conveyed for implementing the following arrangement on interim basis all over the country for land line switches.

"Wherever PRI service for TCCCP regulations, 2010. , to Telemarketers can not be provided from existing switch (especially C-DOT, 5ESS, E-10 B and AXE-10I, service may be provided through a nearby NT switch from where it is feasible and EI charges should not be taken from customer (they should be free), as interim measure till all exchange systems with corresponding charges in CDR/CSMS system are modified and executed".

The above may kindly be implemented by all Telecom Circles/Telecom Districts by 26.09.2011 and action taken/to be taken report may be intimated to this office.

  
(H.R. SHUKLA)

Sr.GM (NWO-CFA)