

Frequently Asked Question:

1) How can I register my preference?

Our Customer who do not want to receive commercial communication can register to Do Not Disturb (DND) services. Customer has option to register themselves into Fully Block & Partially Block categories or select various modes communication or selecting day or time preference. There are various options for customer to register DND services i.e. through our website, by sending SMS to 1909 (toll free), by calling dedicate IVR 1909 (toll free), through our App or TRAI DND APP 2.0.

To get keyword for registering your preferences please ref Point No. 3 Annexure and table.

2) I have registered on DND, What is the present status of DND - preference? How can I check my preference status?

There is option available on this page “For DND History [Click Here](#)” please check this link your existing preference will be made available.

3) How can I change/modify my preference?

You may change your existing preference by following information mentioned

Customer can change/modify DND services by sending SMS to 1909 with below mentioned keywords, or by calling 1909 IVR.

Annexure 1 Table - A

Customer can opt-out for any or all of following Commercial Communications Content category(ies) of content :-

Commercial Communications Category to be blocked or opted out	IVRS: Call to 1909 and press at prompt to block	SMS: Send SMS to 1909 following text
All CC Categories (to be blocked) except transactional type of commercial communications	0	FULLY BLOCK
All CC Categories (to be blocked) except transactional and service type of commercial communications	50	BLOCK PROMO
(i) Banking/Insurance/Financial products/ credit cards,	1	BLOCK 1
(ii) Real Estate,	2	BLOCK 2
(iii) Education,	3	BLOCK 3
(iv) Health,	4	BLOCK 4
(v) Consumer goods and automobiles,	5	BLOCK 5
(vi) Communication/Broadcasting / Entertainment/IT,	6	BLOCK 6
(vii) Tourism and Leisure,	7	BLOCK 7
(viii) Food and Beverages;	8	BLOCK 8

Annexure 1 Table - B

Customer can opt-in for any or all of following Commercial Communications Content category(ies) of content:

UCC Category to be unblocked or opted in	IVRS: Call to 1909 and press at prompt to unblock	SMS to 1909 following text
All UCC Categories (to be unblocked)	90	UNBLOCK ALL
All UCC Categories (to be unblocked) except Promotional	51	UNBLOCK SERVICE
(i) Banking/Insurance /Financial products/ credit cards,	91	UNBLOCK 91
(ii) Real Estate,	92	UNBLOCK 92
(iii) Education,	93	UNBLOCK 93
(iv) Health,	94	UNBLOCK 94
(v) Consumer goods and automobiles,	95	UNBLOCK 95
(vi) Communication/Broadcasting / Entertainment/IT,	96	UNBLOCK 96
(vii) Tourism and Leisure,	97	UNBLOCK 97
(viii) Food and Beverages;	98	UNBLOCK 98

Annexure 2 Table-A

Customer can opt-out of any or all of following category(ies) of mode(s) of communication:

UCC Mode of Communication (Choices for Preference(s))	IVRS: Call to 1909 and press at prompt to block	SMS: Send SMS to 1909 following text
All Categories of Mode (to be blocked)	10	BLOCK 10
(i) Voice Call,	11	BLOCK 11
(ii) SMS,	12	BLOCK 12
(iii) Auto Dialer Call (With Pre-recorded Announcement),	13	BLOCK 13
(iv) Auto Dialer Call (With Connectivity to live agent),	14	BLOCK 14
(v) Robo-Calls,	15	BLOCK 15

Annexure 2 Table - B

Customer can opt-in for any or all of following category(ies) of mode(s) of communication:

UCC Mode of Communication (Choices for Preference(s))	IVRS: Call to 1909 and press at prompt to block	SMS: Send SMS to 1909 following text
All Categories of Mode (to be unblocked)	80	UNBLOCK 80
(i) Voice Call,	81	UNBLOCK 81
(ii) SMS,	82	UNBLOCK 82
(iii) Auto Dialer Call (With Pre-recorded Announcement),	83	UNBLOCK 83
(iv) Auto Dialer Call (With Connectivity to live agent),	84	UNBLOCK 84
(v) Robo-Calls,	85	UNBLOCK 85

Annexure 3 Table A

Customer can opt-out of any or all of following time bands

UCC Time band for Communication (Choices for Preference(s))	IVRS: Call to 1909 and press at prompt to block	SMS: Send SMS to 1909 following text
All Time Bands (to be blocked)	20	BLOCK 20
(i) 00:00 Hrs to 06:00 Hrs,	21	BLOCK 21
(ii) 06:00 Hrs to 08:00 Hrs,	22	BLOCK 22
(iii) 08:00 Hrs to 10:00 Hrs,	23	BLOCK 23
(iv) 10:00 Hrs to 12:00 Hrs,	24	BLOCK 24
(v) 12:00 Hrs to 14:00 Hrs,	25	BLOCK 25
(vi) 14:00 Hrs to 16:00 Hrs,	26	BLOCK 26
(vii) 16:00 Hrs to 18:00 Hrs,	27	BLOCK 27
(viii) 18:00 Hrs to 21:00 Hrs,	28	BLOCK 28
(ix) 21:00 Hrs to 24:00 Hrs,	29	BLOCK 29

Annexure 3 Table - B

Customer can opt-in for any or all of following time band(s):

UCC Time band for Communication (Choices for Preference(s))	IVRS: Call to 1909 and press at prompt to block	SMS: Send SMS to 1909 following text
All Time Bands (to be unblocked)	70	UNBLOCK 70
(i) 00:00 Hrs to 06:00 Hrs,	71	UNBLOCK 71
(ii) 06:00 Hrs to 08:00 Hrs,	72	UNBLOCK 72
(iii) 08:00 Hrs to 10:00 Hrs,	73	UNBLOCK 73
(iv) 10:00 Hrs to 12:00 Hrs,	74	UNBLOCK 74
(v) 12:00 Hrs to 14:00 Hrs,	75	UNBLOCK 75
(vi) 14:00 Hrs to 16:00 Hrs,	76	UNBLOCK 76
(vii) 16:00 Hrs to 18:00 Hrs,	77	UNBLOCK 77
(viii) 18:00 Hrs to 21:00 Hrs,	78	UNBLOCK 78
(ix) 21:00 Hrs to 24:00 Hrs,	79	UNBLOCK 79

Annexure 4 Table - A

Customer can opt-out of any or all of following day type(s):

UCC Day Type(s) for receiving Communication (Choices for Preference(s))	IVRS: Call to 1909 and press at prompt to block	SMS: Send SMS to 1909 following text
All Day Type(s) (to be blocked)	30	BLOCK 30
(i) Monday	31	BLOCK 31
(ii) Tuesday	32	BLOCK 32
(iii) Wednesday	33	BLOCK 33
(iv) Thursday	34	BLOCK 34
(v) Friday	35	BLOCK 35
(vi) Saturday	36	BLOCK 36
(vii) Sunday	37	BLOCK 37
(viii) Public Holiday and National Holiday	38	BLOCK 38

Annexure 4 Table - B

Customer can opt-in for any or all of following day type(s):

Day Type(s) for receiving Commercial Communication (Choices for Preference(s))	IVRS: Call to 1909 and press at prompt to block	SMS: Send SMS to 1909 following text
All Day Type(s) (to be unblocked)	60	BLOCK 60
(i) Monday	61	BLOCK 61
(ii) Tuesday	62	BLOCK 62
(iii) Wednesday	63	BLOCK 63
(iv) Thursday	64	BLOCK 64
(v) Friday	65	BLOCK 65
(vi) Saturday	66	BLOCK 66
(vii) Sunday	67	BLOCK 67
(viii) Public Holiday and National Holiday	68	BLOCK 68

Note: Registration or change of preference shall be effective From D+1 days from the date of request.