

HOW TO CHANGE YOUR PREFERENCE

1. You may change your registered preferences for not receiving commercial communications or for receiving selected commercial SMSs, at any point of time after expiry of three months from the date of registration or three months from the date of last change of request.
2. Change of preference can be done by:

Dialing the toll free number 1909; or
Sending SMS to 1909
3. When you dial 1909, you will be given the option to change your preference either through customer care executive or through Interactive Voice Response System (IVRS).

A. PROCEDURE FOR CHANGE OF PREFERENCE BY DIALING 1909

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

A1. CHANGE OF PREFERENCE THROUGH CUSTOMER CARE EXECUTIVE:

1. Call the toll free number 1909 and select the option for change in preference through customer care executive.
2. The executive will inform you about the categories/subjects available for registration of your preference.
3. Choose your new options from the available categories/subjects or instruct the customer care executive to remove the existing options.
4. The customer care executive will confirm the change.

5. You will get an SMS confirming the preferences exercised by you along with unique number for change request in preference.

A2. CHANGE OF PREFERENCE THROUGH INTERACTIVE VOICE RESPONSE SYSTEM (IVRS)

1. Call the toll free number 1909 and select option to change preference through the IVRS.
2. The IVRS will prompt you about the categories/subjects available for change of preference.
3. Choose your new options from the available categories/subjects by following the IVRS instructions, which will be confirmed by the IVRS.
4. You will get an SMS confirming the preferences exercised by you along with unique number for change request in preference.

B. PROCEDURE FOR CHANGE OF PREFERENCE THROUGH SMS

1. You can change your preference i.e. stop your earlier options or add new options to the already exercised preferences for commercial communications, by sending an SMS on 1909 in a specified format.
2. For stopping the existing options, send the SMS “STOP <OPTION>”
3. For adding a new option to the already existing preferences, send SMS “START <OPTION>” which you want to add.

Illustration:

A customer with an existing option of 2 (Real Estate) and 3 (Education) who wants to opt out of 2 and add 4 (Health) will send an SMS as under:

- “STOP 2” for opting out from SMS relating to Real Estate and
- “START 4” for opting to receive SMS relating to Health

4. For opting for the fully blocked category send SMS “START 0”.
5. On receipt of option exercised through SMS, the access provider will send an SMS to confirm the options exercised.
6. You have to send a confirmation SMS so that options exercised are implemented.
7. On getting a confirmation SMS, the access provider will change your preference and send an SMS indicating your preferences along with the unique number for change request of your preference.

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

Sl no	Access provider	Website details
1	Aircel	http://www.aircel.com
2	Bharti Airtel	http://www.airtel.in/
3	BSNL	http://www.bsnl.co.in

4	HFCL	http://www.hfclconnect.com
5	IDEA	http://www.ideacellular.com
6	Loop Mobile	http://www.bplmobile.com
7	MTNL Delhi	http://www.mtnldelhi.in
8	MTNL Mumbai	http://mumbai.mtnl.net.in
9	Reliance Communication	http://www.rcom.co.in
10	Reliance Telecom	http://www.reliancemobile.com
11	Shyam	http://www.hellorainbow.com
12	Spice Punjab	http://spiceindia.com
13	Spice Karnatka	http://spicetele.com
14	TATA	http://tataindicom.com
15	Unitech	http://www.uninor.in
16	Videocon	http://www.videocon.com
17	Vodafone	http://www.vodafone.in