

**Government of India**  
Ministry of Communications & IT  
Department of Telecommunications  
Access Services Wing  
Sanchar Bhawan, Ashoka Road, 20, New Delhi-110001

No. 16-5/2009-AS.III/(Vol.IV)/

Dated : 31<sup>st</sup> January 2011

To

Shri S.K. Gupta  
Advisor (QoS)  
Telecom Regulatory Authority of India  
Mahangar Doordarshan Bhawan,  
Jawaharlal Nehru Marg, Old Minto Road,  
New Delhi-110002

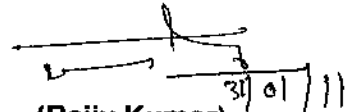
**Subject : Allocation of separate Mobile number series to telemarketers.**

Kindly refer to this office letter no. 16-5/2009-AS.III/(Pt.)/(3)/1124 dated 18.10.2010 on the above cited subject, it is submitted :

In order to have better utilization of number series starting with '70', new level starting with digits '140' has been allocated now for mobile originated calls. List of number series allocated to the Service Provider for different service areas across the country is attached as Annexure-I.

The levels allocated are only for mobile services of the licensees. Same numbering scheme can not be used both for basic and mobile services. Levels for basic services will be allotted after resolving the issue of CLI for telemarketing operations using basic services. suggestions for the same are requested from TRAI.

This is issued with the approval of Secretary (T).



(Rajiv Kumar)  
Director (AS-III)  
Ph : 23036387/23711909

**Copy to: All access service providers**

Copy to DIR(IT) for uploading on web-site.

**Number Series allocated to Service Providers for different Service Areas for telemarketing**

Sl. No.	Name of Licensee Company	Service Area	Type of Licence	Series allocated
1	Aditya Birla Telecom Ltd.	Bihar	UAS	140000
2	Aircel Cellular Limited	Chennai	CMTS	140001
3	Aircel Ltd.	Andhra Pradesh	UAS	140002
4	Aircel Ltd.	Delhi	UAS	140003
5	Aircel Ltd.	Gujarat	UAS	140004
6	Aircel Ltd.	Karnataka	UAS	140005
7	Aircel Ltd.	Maharashtra	UAS	140006
8	Aircel Ltd.	Mumbai	UAS	140007
9	Aircel Ltd.	Rajasthan	UAS	140008
10	Aircel Ltd.	Tamilnadu (excluding Chennai Service Area)	CMTS	140009
11	Allianz Infratech (P) Ltd.	Bihar	UAS	140010
12	Allianz Infratech (P) Ltd.	Madhya Pradesh	UAS	140011
13	Bharat Sanchar Nigam Ltd.	Andhra Pradesh	CMTS & Basic	140012
14	Bharat Sanchar Nigam Ltd.	Assam	CMTS & Basic	140013
15	Bharat Sanchar Nigam Ltd.	Bihar	CMTS & Basic	140014
16	Bharat Sanchar Nigam Ltd.	Chennai	CMTS & Basic	140015
17	Bharat Sanchar Nigam Ltd.	Gujarat	CMTS & Basic	140016
18	Bharat Sanchar Nigam Ltd.	Haryana	CMTS & Basic	140017
19	Bharat Sanchar Nigam Ltd.	Himachal Pradesh	CMTS & Basic	140018
20	Bharat Sanchar Nigam Ltd.	Jammu & Kashmir	CMTS & Basic	140019
21	Bharat Sanchar Nigam Ltd.	Karnataka	CMTS & Basic	140020
22	Bharat Sanchar Nigam Ltd.	Kerala	CMTS & Basic	140021
23	Bharat Sanchar Nigam Ltd.	Kolkata	CMTS & Basic	140022
24	Bharat Sanchar Nigam Ltd.	Madhya Pradesh	CMTS & Basic	140023
25	Bharat Sanchar Nigam Ltd.	Maharashtra	CMTS & Basic	140024
26	Bharat Sanchar Nigam Ltd.	North East	CMTS & Basic	140025
27	Bharat Sanchar Nigam Ltd.	Orissa	CMTS & Basic	140026
28	Bharat Sanchar Nigam Ltd.	Punjab	CMTS & Basic	140027
29	Bharat Sanchar Nigam Ltd.	Rajasthan	CMTS & Basic	140028
30	Bharat Sanchar Nigam Ltd.	Tamilnadu (excluding Chennai Service Area)	CMTS & Basic	140029
31	Bharat Sanchar Nigam Ltd.	Uttar Pradesh (East)	CMTS & Basic	140030
32	Bharat Sanchar Nigam Ltd.	Uttar Pradesh (West)	CMTS & Basic	140031
33	Bharat Sanchar Nigam Ltd.	West Bengal	CMTS & Basic	140032
34	Bharti Airtel Limited	Andhra Pradesh	UAS	140033
35	Bharti Airtel Limited	Assam	UAS	140034
36	Bharti Airtel Limited	Bihar	UAS	140035
37	Bharti Airtel Limited	Delhi	UAS	140036
38	Bharti Airtel Limited	Gujarat	UAS	140037
39	Bharti Airtel Limited	Haryana	UAS	140038
40	Bharti Airtel Limited	Himachal Pradesh	UAS	140039
41	Bharti Airtel Limited	Jammu & Kashmir	UAS	140040
42	Bharti Airtel Limited	Karnataka	UAS	140041
43	Bharti Airtel Limited	Kerala	UAS	140042
44	Bharti Airtel Limited	Kolkata	UAS	140043
45	Bharti Airtel Limited	Madhya Pradesh	UAS	140044
46	Bharti Airtel Limited	Maharashtra	UAS	140045
47	Bharti Airtel Limited	Mumbai	UAS	140046

48	Bharti Airtel Limited	Orissa	UAS	140047
49	Bharti Airtel Limited	Punjab	UAS	140048
50	Bharti Airtel Limited	Tamilnadu (including Chennai Service Area)	UAS	140049
51	Bharti Airtel Limited	Uttar Pradesh (East)	UAS	140050
52	Bharti Airtel Limited	Uttar Pradesh (West)	UAS	140051
53	Bharti Airtel Limited	West Bengal	UAS	140052
54	Bharti Hexacom Ltd.	North East	CMTS	140053
55	Bharti Hexacom Ltd.	Rajasthan	UAS	140054
56	Dishnet Wireless Ltd.	Assam	UAS	140055
57	Dishnet Wireless Ltd.	Bihar	UAS	140056
58	Dishnet Wireless Ltd.	Haryana	UAS	140057
59	Dishnet Wireless Ltd.	Himachal Pradesh	UAS	140058
60	Dishnet Wireless Ltd.	Jammu & Kashmir	UAS	140059
61	Dishnet Wireless Ltd.	Kerala	UAS	140060
62	Dishnet Wireless Ltd.	Kolkata	UAS	140061
63	Dishnet Wireless Ltd.	Madhya Pradesh	UAS	140062
64	Dishnet Wireless Ltd.	North East	UAS	140063
65	Dishnet Wireless Ltd.	Orissa	UAS	140064
66	Dishnet Wireless Ltd.	Punjab	UAS	140065
67	Dishnet Wireless Ltd.	Uttar Pradesh (East)	UAS	140066
68	Dishnet Wireless Ltd.	Uttar Pradesh (West)	UAS	140067
69	Dishnet Wireless Ltd.	West Bengal	UAS	140068
70	Etisalat DB Telecom Pvt. Ltd.	Andhra Pradesh	UAS	140069
71	Etisalat DB Telecom Pvt. Ltd.	Delhi	UAS	140070
72	Etisalat DB Telecom Pvt. Ltd.	Gujarat	UAS	140071
73	Etisalat DB Telecom Pvt. Ltd.	Haryana	UAS	140072
74	Etisalat DB Telecom Pvt. Ltd.	Karnataka	UAS	140073
75	Etisalat DB Telecom Pvt. Ltd.	Kerala	UAS	140074
76	Etisalat DB Telecom Pvt. Ltd.	Maharashtra	UAS	140075
77	Etisalat DB Telecom Pvt. Ltd.	Mumbai	UAS	140076
78	Etisalat DB Telecom Pvt. Ltd.	Punjab	UAS	140077
79	Etisalat DB Telecom Pvt. Ltd.	Rajasthan	UAS	140078
80	Etisalat DB Telecom Pvt. Ltd.	Tamilnadu (including Chennai Service Area)	UAS	140079
81	Etisalat DB Telecom Pvt. Ltd.	Uttar Pradesh (East)	UAS	140080
82	Etisalat DB Telecom Pvt. Ltd.	Uttar Pradesh (West)	UAS	140081
83	HFCL Infotel Ltd.	Punjab	UAS	140082
84	Idea Cellular Ltd.	Andhra Pradesh	CMTS	140083
85	Idea Cellular Ltd.	Assam	UAS	140084
86	Idea Cellular Ltd.	Delhi	CMTS	140085
87	Idea Cellular Ltd.	Gujarat	CMTS	140086
88	Idea Cellular Ltd.	Haryana	CMTS	140087
89	Idea Cellular Ltd.	Himachal Pradesh	CMTS	140088
90	Idea Cellular Ltd.	Jammu & Kashmir	UAS	140089
91	Idea Cellular Ltd.	Karnataka	UAS	140090
92	Idea Cellular Ltd.	Kerala	CMTS	140091
93	Idea Cellular Ltd.	Kolkata	UAS	140092
94	Idea Cellular Ltd.	Madhya Pradesh	CMTS	140093
95	Idea Cellular Ltd.	Maharashtra	CMTS	140094
96	Idea Cellular Ltd.	Mumbai	UAS	140095
97	Idea Cellular Ltd.	North East	UAS	140096
98	Idea Cellular Ltd.	Orissa	UAS	140097



99	Idea Cellular Ltd.	Punjab	UAS	140098
100	Idea Cellular Ltd.	Rajasthan	CMTS	140099
101	Idea Cellular Ltd.	Tamilnadu (including Chennai Service Area)	UAS	140100
102	Idea Cellular Ltd.	Uttar Pradesh (East)	CMTS	140101
103	Idea Cellular Ltd.	Uttar Pradesh (West)	CMTS	140102
104	Idea Cellular Ltd.	West Bengal	UAS	140103
105	Loop Mobile (India) Ltd.	Mumbai	CMTS	140104
106	Loop Telecom Ltd.	Andhra Pradesh	UAS	140105
107	Loop Telecom Ltd.	Assam	UAS	140106
108	Loop Telecom Ltd.	Bihar	UAS	140107
109	Loop Telecom Ltd.	Delhi	UAS	140108
110	Loop Telecom Ltd.	Gujarat	UAS	140109
111	Loop Telecom Ltd.	Haryana	UAS	140110
112	Loop Telecom Ltd.	Himachal Pradesh	UAS	140111
113	Loop Telecom Ltd.	Jammu & Kashmir	UAS	140112
114	Loop Telecom Ltd.	Karnataka	UAS	140113
115	Loop Telecom Ltd.	Kerala	UAS	140114
116	Loop Telecom Ltd.	Kolkata	UAS	140115
117	Loop Telecom Ltd.	Madhya Pradesh	UAS	140116
118	Loop Telecom Ltd.	Maharashtra	UAS	140117
119	Loop Telecom Ltd.	North East	UAS	140118
120	Loop Telecom Ltd.	Orissa	UAS	140119
121	Loop Telecom Ltd.	Punjab	UAS	140120
122	Loop Telecom Ltd.	Rajasthan	UAS	140121
123	Loop Telecom Ltd.	Tamilnadu (including Chennai Service Area)	UAS	140122
124	Loop Telecom Ltd.	Uttar Pradesh (East)	UAS	140123
125	Loop Telecom Ltd.	Uttar Pradesh (West)	UAS	140124
126	Loop Telecom Ltd.	West Bengal	UAS	140125
127	Mahanagar Telephone Nigam Ltd.	Delhi	CMTS & Basic	140126
128	Mahanagar Telephone Nigam Ltd.	Mumbai	CMTS & Basic	140127
129	Reliance Communications Ltd.	Andhra Pradesh	UAS	140128
130	Reliance Communications Ltd.	Bihar	UAS	140129
131	Reliance Communications Ltd.	Delhi	UAS	140130
132	Reliance Communications Ltd.	Gujarat	UAS	140131
133	Reliance Communications Ltd.	Haryana	UAS	140132
134	Reliance Communications Ltd.	Himachal Pradesh	UAS	140133
135	Reliance Communications Ltd.	Jammu & Kashmir	UAS	140134
136	Reliance Communications Ltd.	Karnataka	UAS	140135
137	Reliance Communications Ltd.	Kerala	UAS	140136
138	Reliance Communications Ltd.	Kolkata	UAS	140137
139	Reliance Communications Ltd.	Madhya Pradesh	UAS	140138
140	Reliance Communications Ltd.	Maharashtra	UAS	140139
141	Reliance Communications Ltd.	Mumbai	UAS	140140
142	Reliance Communications Ltd.	Orissa	UAS	140141
143	Reliance Communications Ltd.	Punjab	UAS	140142
144	Reliance Communications Ltd.	Rajasthan	UAS	140143
145	Reliance Communications Ltd.	Tamilnadu (including Chennai Service Area)	UAS	140144
146	Reliance Communications Ltd.	Uttar Pradesh (East)	UAS	140145
147	Reliance Communications Ltd.	Uttar Pradesh (West)	UAS	140146
148	Reliance Communications Ltd.	West Bengal	UAS	140147

149	Reliance Telecom Ltd.	Assam	UAS	140148
150	Reliance Telecom Ltd.	Bihar	UAS	140149
151	Reliance Telecom Ltd.	Himachal Pradesh	UAS	140150
152	Reliance Telecom Ltd.	Kolkata	UAS	140151
153	Reliance Telecom Ltd.	Madhya Pradesh	UAS	140152
154	Reliance Telecom Ltd.	North East	UAS	140153
155	Reliance Telecom Ltd.	Orissa	UAS	140154
156	Reliance Telecom Ltd.	West Bengal	UAS	140155
157	S Tel Pvt. Ltd.	Assam	UAS	140156
158	S Tel Pvt. Ltd.	Bihar	UAS	140157
159	S Tel Pvt. Ltd.	Himachal Pradesh	UAS	140158
160	S Tel Pvt. Ltd.	Jammu & Kashmir	UAS	140159
161	S Tel Pvt. Ltd.	North East	UAS	140160
162	S Tel Pvt. Ltd.	Orissa	UAS	140161
163	Sistema Shyam TeleServices Ltd.	Andhra Pradesh	UAS	140162
164	Sistema Shyam TeleServices Ltd.	Assam	UAS	140163
165	Sistema Shyam TeleServices Ltd.	Bihar	UAS	140164
166	Sistema Shyam TeleServices Ltd.	Delhi	UAS	140165
167	Sistema Shyam TeleServices Ltd.	Gujarat	UAS	140166
168	Sistema Shyam TeleServices Ltd.	Haryana	UAS	140167
169	Sistema Shyam TeleServices Ltd.	Himachal Pradesh	UAS	140168
170	Sistema Shyam TeleServices Ltd.	Jammu & Kashmir	UAS	140169
171	Sistema Shyam TeleServices Ltd.	Karnataka	UAS	140170
172	Sistema Shyam TeleServices Ltd.	Kerala	UAS	140171
173	Sistema Shyam TeleServices Ltd.	Kolkata	UAS	140172
174	Sistema Shyam TeleServices Ltd.	Madhya Pradesh	UAS	140173
175	Sistema Shyam TeleServices Ltd.	Maharashtra	UAS	140174
176	Sistema Shyam TeleServices Ltd.	Mumbai	UAS	140175
177	Sistema Shyam TeleServices Ltd.	North East	UAS	140176
178	Sistema Shyam TeleServices Ltd.	Orissa	UAS	140177
179	Sistema Shyam TeleServices Ltd.	Punjab	UAS	140178
180	Sistema Shyam TeleServices Ltd.	Rajasthan	UAS	140179
181	Sistema Shyam TeleServices Ltd.	Tamilnadu (including Chennai Service Area)	UAS	140180
182	Sistema Shyam TeleServices Ltd.	Uttar Pradesh (East)	UAS	140181
183	Sistema Shyam TeleServices Ltd.	Uttar Pradesh (West)	UAS	140182
184	Sistema Shyam TeleServices Ltd.	West Bengal	UAS	140183
185	Spice Communications Ltd.	Andhra Pradesh	UAS	140184
186	Spice Communications Ltd.	Delhi	UAS	140185
187	Spice Communications Ltd.	Haryana	UAS	140186
188	Spice Communications Ltd.	Karnataka	UAS	140187
189	Spice Communications Ltd.	Maharashtra	UAS	140188
190	Spice Communications Ltd.	Punjab	UAS	140189
191	Tata Teleservices (Maharashtra) Ltd.	Maharashtra	UAS	140190
192	Tata Teleservices (Maharashtra) Ltd.	Mumbai	UAS	140191
193	Tata Teleservices Ltd.	Andhra Pradesh	UAS	140192
194	Tata Teleservices Ltd.	Assam	UAS	140193
195	Tata Teleservices Ltd.	Bihar	UAS	140194
196	Tata Teleservices Ltd.	Delhi	UAS	140195
197	Tata Teleservices Ltd.	Gujarat	UAS	140196
198	Tata Teleservices Ltd.	Haryana	UAS	140197
199	Tata Teleservices Ltd.	Himachal Pradesh	UAS	140198
200	Tata Teleservices Ltd.	Jammu & Kashmir	UAS	140199

201	Tata Teleservices Ltd.	Karnataka	UAS	140200
202	Tata Teleservices Ltd.	Kerala	UAS	140201
203	Tata Teleservices Ltd.	Kolkata	UAS	140202
204	Tata Teleservices Ltd.	Madhya Pradesh	UAS	140203
205	Tata Teleservices Ltd.	North East	UAS	140204
206	Tata Teleservices Ltd.	Orissa	UAS	140205
207	Tata Teleservices Ltd.	Punjab	UAS	140206
208	Tata Teleservices Ltd.	Rajasthan	UAS	140207
209	Tata Teleservices Ltd.	Tamilnadu (including Chennai Service Area)	UAS	140208
210	Tata Teleservices Ltd.	Uttar Pradesh (East)	UAS	140209
211	Tata Teleservices Ltd.	Uttar Pradesh (West)	UAS	140210
212	Tata Teleservices Ltd.	West Bengal	UAS	140211
213	Unitech Wireless (Delhi) Pvt.Ltd.	Delhi	UAS	140212
214	Unitech Wireless (East) Pvt. Ltd.	Assam	UAS	140213
215	Unitech Wireless (East) Pvt. Ltd.	Bihar	UAS	140214
216	Unitech Wireless (East) Pvt. Ltd.	North East	UAS	140215
217	Unitech Wireless (East) Pvt. Ltd.	Orissa	UAS	140216
218	Unitech Wireless (East) Pvt. Ltd.	Uttar Pradesh (East)	UAS	140217
219	Unitech Wireless (East) Pvt. Ltd.	West Bengal	UAS	140218
220	Unitech Wireless (Kolkata) Pvt. Ltd.	Kolkata	UAS	140219
221	Unitech Wireless (Mumbai) Pvt. Ltd.	Mumbai	UAS	140220
222	Unitech Wireless (North) Pvt. Ltd.	Haryana	UAS	140221
223	Unitech Wireless (North) Pvt. Ltd.	Himachal Pradesh	UAS	140222
224	Unitech Wireless (North) Pvt. Ltd.	Jammu & Kashmir	UAS	140223
225	Unitech Wireless (North) Pvt. Ltd.	Punjab	UAS	140224
226	Unitech Wireless (North) Pvt. Ltd.	Rajasthan	UAS	140225
227	Unitech Wireless (North) Pvt. Ltd.	Uttar Pradesh (West)	UAS	140226
228	Unitech Wireless (South) Pvt. Ltd.	Andhra Pradesh	UAS	140227
229	Unitech Wireless (South) Pvt. Ltd.	Karnataka	UAS	140228
230	Unitech Wireless (South) Pvt. Ltd.	Kerala	UAS	140229
231	Unitech Wireless (Tamil Nadu) Pvt. Ltd.	Tamilnadu (including Chennai Service Area)	UAS	140230
232	Unitech Wireless (West) Pvt. Ltd.	Gujarat	UAS	140231
233	Unitech Wireless (West) Pvt. Ltd.	Madhya Pradesh	UAS	140232
234	Unitech Wireless (West) Pvt. Ltd.	Maharashtra	UAS	140233
235	Videocon Telecommunications Ltd.	Andhra Pradesh	UAS	140234
236	Videocon Telecommunications Ltd.	Assam	UAS	140235
237	Videocon Telecommunications Ltd.	Bihar	UAS	140236
238	Videocon Telecommunications Ltd.	Delhi	UAS	140237
239	Videocon Telecommunications Ltd.	Gujarat	UAS	140238
240	Videocon Telecommunications Ltd.	Haryana	UAS	140239
241	Videocon Telecommunications Ltd.	Himachal Pradesh	UAS	140240
242	Videocon Telecommunications Ltd.	Jammu & Kashmir	UAS	140241
243	Videocon Telecommunications Ltd.	Karnataka	UAS	140242
244	Videocon Telecommunications Ltd.	Kerala	UAS	140243
245	Videocon Telecommunications Ltd.	Kolkata	UAS	140244
246	Videocon Telecommunications Ltd.	Madhya Pradesh	UAS	140245
247	Videocon Telecommunications Ltd.	Maharashtra	UAS	140246
248	Videocon Telecommunications Ltd.	Mumbai	UAS	140247
249	Videocon Telecommunications Ltd.	North East	UAS	140248

250	Videocon Telecommunications Ltd.	Orissa	UAS	140249
251	Videocon Telecommunications Ltd.	Rajasthan	UAS	140250
252	Videocon Telecommunications Ltd.	Tamilnadu (including Chennai Service Area)	UAS	140251
253	Videocon Telecommunications Ltd.	Uttar Pradesh (East)	UAS	140252
254	Videocon Telecommunications Ltd.	Uttar Pradesh (West)	UAS	140253
255	Videocon Telecommunications Ltd.	West Bengal	UAS	140254
256	Vodafone Essar Cellular Ltd.	Kerala	UAS	140255
257	Vodafone Essar Cellular Ltd.	Maharashtra	UAS	140256
258	Vodafone Essar Cellular Ltd.	Tamilnadu (excluding Chennai Service Area)	UAS	140257
259	Vodafone Essar Digilink Ltd.	Haryana	UAS	140258
260	Vodafone Essar Digilink Ltd.	Rajasthan	UAS	140259
261	Vodafone Essar Digilink Ltd.	Uttar Pradesh (East)	UAS	140260
262	Vodafone Essar East Ltd.	Kolkata	UAS	140261
263	Vodafone Essar Gujarat Ltd.	Gujarat	UAS	140262
264	Vodafone Essar Ltd.	Mumbai	UAS	140263
265	Vodafone Essar Mobile Services Ltd.	Delhi	UAS	140264
266	Vodafone Essar South Ltd.	Andhra Pradesh	UAS	140265
267	Vodafone Essar South Ltd.	Chennai	UAS	140266
268	Vodafone Essar South Ltd.	Karnataka	UAS	140267
269	Vodafone Essar South Ltd.	Punjab	UAS	140268
270	Vodafone Essar South Ltd.	Uttar Pradesh (West)	UAS	140269
271	Vodafone Essar South Ltd.	West Bengal	UAS	140270
272	Vodafone Essar Spacetel Ltd.	Assam	UAS	140271
273	Vodafone Essar Spacetel Ltd.	Bihar	UAS	140272
274	Vodafone Essar Spacetel Ltd.	Himachal Pradesh	UAS	140273
275	Vodafone Essar Spacetel Ltd.	Jammu & Kashmir	UAS	140274
276	Vodafone Essar Spacetel Ltd.	Madhya Pradesh	UAS	140275
277	Vodafone Essar Spacetel Ltd.	North East	UAS	140276
278	Vodafone Essar Spacetel Ltd.	Orissa	UAS	140277

UAS: Unified Access Services

CMTS: Cellular Mobile Telephone Services

\* XXXX - left to the Operator to allocat to telemarketers.

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