

Government of India
Ministry of Communications
Department of Telecommunications
Access Services Wing
20, Ashoka Road, New Delhi-110001

No. 16-10/2018-AS-III/Short Codes/249/

Dated: 03/05/2021

To,

All Access Service Providers.

Subject: Allotment of short code '14448' for establishing a Helpline Centre for common public to get information about the Alternate Grievance Redressal Mechanism of RBI and information about their complaints against RBI regulated entities.

Short code '14448' is allocated as helpline for the common public at large to get information about the Alternate Grievance Redressal Mechanism of RBI and information about their complaints against RBI regulated entities. The short code shall have following features as under:

- i. Category-I: Service (i.e. mandatory service to be provided by all the Access providers.
 - ii. Accessibility: Un-Restricted.
 - iii. Metered service: (It may be taken as Called Party Pays or Calling Party Pays depending on intimation, to this effect, issued by the agency to which this short code is allocated in furtherance to this DoT instruction).
2. All are requested to take necessary action.

SKgarg
(Sanchit Kumar Garg)
ADG (AS-III)
03/06/2021

Copy forwarded for information and necessary action, if any, to:

1. Secretary, TRAI.
2. CMD MTNL/ CMD BSNL.
3. Ms. Ranjana Sahajwala, Chief General Manager, Reserve Bank of India (RBI), Consumer Education and Protection Department, Central Office, 1st Floor, Amar Building, Sir P.M.Road, Fort, Mumbai-400001 vide letter No. CO.CEPD.OBD.No. S151/13-23-021/2021-2022 dated June 01, 2021 with a request to appoint a nodal officer to implement the helpline. The Nodal officer may contact Sr. DDG (LSA), LSA Unit, concerned States/UTs.
4. Director (P&N), DoT (HQ), (respective LSA field unit may be asked to co-ordinate with respective Nodal Officers and TSPs for implementation of Helpline, as and when approached).
5. A copy for upload on DoT Website.