

**Government of India**  
**Ministry of Communications & IT**  
**Department of Telecommunications**  
**Licensing Cell (AS-III Section)**  
**Sanchar Bhawan, 20, Asoka Road, N. Delhi-1**

No. 16-3/2011-AS-III/Part /682

9th Nov. 2011

To  
All Access Service Providers

**Sub: Request for expansion of short code '10501' to Pan India.**

The undersigned is directed to refer to this Department's letter No.16-3/2003-BS-II/Vol. IX/242 dated 27-5-2008(Copy enclosed) and to convey the approval of the competent authority for converting short code '10501' allotted to Escorts Heart Institute & Research Centre to a **six digit code "105010"** with unrestricted accessibility category on "All India Basis" All other terms and conditions remain the same.

*Sudhir Kumar Sinha*  
9/11/2011  
**(Sudhir Kumar Sinha)**  
**Section Officer(AS-III)**

**Encl. : As above**  
**Copy to :**

1. Secretary, TRAI
2. Sr.DDG, TEC, Khurshid Lal Bhawan, Janpath, New Delhi
3. Dir(IT), DOT for uploading on DOT website
4. Escorts Heart Institute and Research Centre Ltd, Okhla Road, N. Delhi-110025

*628/21/11/11*  
*16/11*

*21. upload on  
dot website*  
*[Signature]*  
*21.11.11*

*ADG (IT-IB)*

*Recd. today*  
*16/11/11*