

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

No. 16-1/2017-AS-III-Vol.I/36/ 29

Dated 29/11/2017

To,  
All Access Service Providers.

**Subject:- Allocation of Short Code 14440 to RBI regarding.**

The undersigned is directed to convey the allocation of Short Code '14440' for Voice Services to Reserve Bank of India for its Public Awareness Helpline with following features:

(i) Category-I: Service (i.e.mandatory service to be provided by all the Access providers).

(ii) Accessibility: Un-restricted i.e. available on STD also.

(iii) Metered Service: Call charges to be borne by RBI.

2. Further directions in this regard:

**Incoming calls (missed call/pre call notification) on Short Code 14440:**

- Short code is to be mapped with +918691960000.

**Outgoing calls from Short Code:**

- CLI from the short code shall be transmitted as '14440'.
- Calls from local and NLD(National Long Distance) routing is to be accepted across all operators.

3. This is issued with the approval of DDG (AS-1).

4. All are requested to take necessary action.

*S K Garg*  
(Sanchit Kumar Garg) 29/11/2017

Assistant Director General (AS-III)

Tel: 011-23372725

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

1. Secretary, TRAI
2. CMD MTNL /CMD BSNL.
3. Principal Adviser, RBI, Deptt. of Communication, Central Office Building, Shahid Bhagat Singh Marg, Mumbai-400001 w.r.t your letter No. DoC(CO) No. 96/11.12.005/2017-18 dated 14-11-2017. You are requested to appoint a nodal officer to implement the helpline. The Nodal officer may contact DDG (TERM), TERM Cell, Mumbai.
4. Director (TERM-I), DoT (HQ) (respective TERM Cell 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.