

Information Note to the Press (Press Release No. 38 /2020)

For Immediate Release

Telecom Regulatory Authority of India

New Delhi, the 22nd of June, 2020: Telecom Regulatory Authority of India (TRAI) has notified Telecom Commercial Communication Customer Preference Regulation, 2018 (TCCCPR, 2018) on 19th July, 2018 to curb the problem of Unsolicited Commercial Communication (UCC).

2. The objective of the regulation is to effectively deal with the nuisance of spam experienced by the subscribers. The regulations provide for:
 - a. Registration of senders through an easy registration processes so that the business will be able assert their identity and build trust of the clients. This shall prohibit unregistered senders to initiate any commercial messages and shall also deter the registered senders to send fraudulent messages or messages of dubious nature.
 - b. Registration of Headers and use of headers to segregate different types of messages, businesses shall be able to help their clients to manage, delete or store communications related to OTP's, balance enquiry, flight alerts, special offers, etc.
3. The salient features of the regulation are:
 - a. Adoption of Distributed Ledger Technology (or blockchain) as the RegTech to ensure regulatory compliance while allowing innovation in the market.
 - b. Enabling compliance through innovation in technology solutions that are demonstrated in a regulatory sandbox.
 - c. Enhanced controls and new options for all entities to perform their functions and to carry on their businesses efficiently and effectively.
4. With this regulatory framework, Business Entities would be benefitted as it would
 - a. Enhance their business opportunities by providing better and secure ways and means to reach out to target customers according to their interest areas;




- b. Enhance their chances to strike better deals as they would be dealing with targeted customer base and communicate with them in accordance to recipient's interest areas and their preferred timings and modes of communication;
 - c. Enable them to keep client data in safe and secure manner while sharing it with other entities or carrying out activities or functions to meet regulatory compliances;
 - d. Enable them to protect their Brand Value as it would provide them with capabilities to display their identity after authentication and would also enable them to display their brand name by using calling name functionality;
 - e. Lower risks by avoiding chances of non-compliances by their DSAs or authorized agents as they would have better control over them by using technology driven solutions;
 - f. Provide options to them to connect directly with the entities who are actually carrying out regulatory functions or providing resources from access providers to deliver communications and avoid unnecessary intermediaries.
5. The regulations provide that headers would be assigned to principal entities after verification of documents and their credentials. Thereafter, directions were issued on 20.01.2020 to all TSPs to get on boarded Principal Entities on the system developed by them. As per these directions, if Principal Entities fail to do so then they may not be able to send any commercial communication.
6. The TSPs were also asked to make Principal Entities aware through advertisements in leading newspapers and the same were published by them in the first week of February 2020.
7. TSPs have initiated blocking of commercial communication traffic from 'headers' of Principal Entities who have not yet registered or are yet to get assignment of headers. Now if a Principal Entity has to send commercial communications then firstly, it has to get itself registered with the Access Provider(s), if it has not done so, and secondly, has to get assignment of header(s) for sending commercial communications.
8. Incidents have come to the notice of TRAI that TSPs are taking too much time for the registration of the entities and headers resulting in disruption in sending the SMS. It has also been brought to the notice that many government entities are also not able to send



the SMS as they are not able to get their headers registered. TRAI has taken cognizance of the present situation. TRAI has already issued directions on 19th of June 2020 to all TSPs to ensure that registration of Principal entities and assignment of header(s) is done on priority basis but in any case within seven days subject to fulfilment of formalities by concerned entities.

9. TSPs have already developed web portals where getting registered is very simple, completely online including payment of fee and generally no physical visits are required. All the Principal entities are encouraged to immediately register themselves with TSPs to ensure smooth transmission of their commercial communications. As far as process of registration of government entities are concerned and exemption for payment of Rs 0.05 paisa per SMS, TRAI has issued detailed instructions. A very simple procedure for provisional registration of Government entities has been prescribed. All such Government entities have been permitted time till 31st July 2020 to complete all formalities and regularise their registration including headers so assigned provisionally. This will address the concern of all government entities.
10. In order to facilitate identification of the principal entities who are in the business of sending commercial communication, recently TRAI has published a list of SMS headers along with names of PEs. Anyone can download this list or see any particular header to whom it is assigned to. This would help the recipient to verify the true identity of the sender of the commercial communications.
11. Further, vide directions dated 19.06.2020, the Access Providers have been asked to publish the complete list of the headers on their website and also to facilitate their customers to fetch this information by sending a SMS to special number 1909. It would further help recipients to verify the actual identity and other details of sender in case of any confusion.
12. The direction dated 19.6.2020 is available on TRAI website at <https://traigov.in/release-publication/directions> for the information of all concerned. The contents of the direction are self-explanatory. For any clarifications Mr. Asit Kadayana, Advisor (QOS) may be contacted on telephone 011-23230404, email advqos@traigov.in.


(S.K. Gupta)
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Secretary, TRAI