

**Information Note to the Press (Press Release No. 38 /2026)**

**For Immediate Release**

**Telecom Regulatory Authority of India**

**TRAI releases “Draft Telecom Commercial Communication Preference (Third Amendment) Regulations, 2026” for Consultation**

New Delhi, March 13, 2026 - The Telecom Regulatory Authority of India (TRAI) today issued the draft “Telecom Commercial Communications Customer Preference (Third Amendment) Regulations, 2026, for consultation.

2. To curb the menace of Unsolicited Commercial Communications (UCC), TRAI issued Telecom Commercial Communications Customer Preference Regulations, 2018 (TCCCPR,2018) on 19th July, 2018, which put in place a framework for regulating Commercial Communication. The TCCCPR, 2018 was amended on 21st December, 2018 and subsequently, second amendment was issued on 12th February 2025.

3. Based on the feedback from stakeholders during various interactions well as in light of recent developments like implementation of AI-based detection of UCC, by major access providers, a need has been felt to make amendments in some of the existing provisions, and also to add some new provisions to make the regulatory framework more effective and efficient.

4. The Draft Telecom Commercial Communication Preference (Third Amendment) Regulations, 2026, has been placed on TRAI's website [www.trai.gov.in](http://www.trai.gov.in), seeking comments from the stakeholders. The written comments on the issues raised in the Draft amendment, and counter comments, if any, may be sent preferably by mail to [advqos@traigov.in](mailto:advqos@traigov.in), in the specified format, by 12th April, 2026, and 27th April, 2026, respectively.

5. For any clarification/ information, Shri Deepak Sharma, Advisor (QoS-2), may be contacted at [advqos@traigov.in](mailto:advqos@traigov.in) or +91-11-20907760.

(Atul Kumar Chaudhary)

Secretary , TRAI