

Fwd: Comments for Draft TCCCPR 2026

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Wed, 18 Mar 2026 5:19:44 PM +0530

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==== Forwarded message =====

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Date: Wed, 18 Mar 2026 16:24:06 +0530

Subject: Comments for Draft TCCCPR 2026

==== Forwarded message =====

Respected Shri Deepak Sharma,

Thanks for the opportunity to share our comments on the Draft Telecom Commercial Communications Customer Preference (Third Amendment) Regulations, 2026. I am hereby sharing my comments for the same, **please find attached**.

With thanks and regards,
Aarhi Raghavan
Public Policy Researcher and Consultant
M: 9360761715

1 Attachment(s)

Comments submitted for Draft ...
15.9 KB

Sl. No.	Regulation number	Sub-regulation/item number	Modification proposed to the draft amendment	Reasons/full justification for the proposed modifications
14	34	A/1	<p>Call management application or similar services for identification of UCC shall tag, block, filter calls, other than incoming calls originating from government sources. However, it is required for the applications to share such information with the telecom providers in real-time. The applications may allow users to tag, block, filter calls from any number series designated for commercial communications, provided such calls cause them disturbance, or facilitate blanket tagging of such communications as spam, if it is frequently reported by users as disturbing, especially during odd hours.</p>	<p>Truecaller, and similar applications, are widely used by many women and senior citizens. Personally, it helps me identify unknown and suspicious callers. By blocking such numbers, I am able to protect myself from unwanted harassment by unknown or even dangerous people, who may have found my phone number through online sources. A large majority of senior citizens in India, especially in urban and peri-urban areas, use Truecaller application to ensure that they are aware of the caller before taking calls. It helps them protect themselves</p>

				<p>from malicious actors who may cheat them for money by duping them over calls. Truecaller also helps block frequent commercial calls which may cause disturbance for busy working people or during resting hours at night. For instance, even after cancelling my health policy with StarHealth, I was continuously getting calls from the company for almost an year afterwards. It caused me a lot of disturbance during working hours, at night and during my time with my family. Truecaller allows me to block such calls and ensures that I lead my life peacefully. Hence, I believe that commercial communications should not be excluded blindly</p>
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				<p>from being blocked. For many people such calls can be very distracting and disturbing. I request TRAI to kindly find a way to work with the applications that have provided useful services to users for many years in the Indian context, and ensure that the large and useful database that the application has developed over the years does not go to waste. It is useful information that can inform TRAI's ongoing efforts to identify malicious callers, and people who misuse phone numbers to commit frauds and thefts online. Applications like Truecaller serve a very important purpose for women and senior citizens</p>
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				in India by helping them to protect themselves from malicious actors who use phone calls to commit crimes.
14	34	A/4(ii)	<p>Upon repeated non-compliance over <a specific period of time>, the Authority may initiate action under the relevant provisions of the IT Act, 2000, and the IT Rules, 2021, for the violation of the regulations. If the authority concludes that the call management application or similar service is non-compliant, the IT intermediary shall be liable for losing exemption from liability of intermediary under IT Act 2000, and any other action as per the provisions of the IT Act, 2000.</p>	<p>Applications like Truecaller serve important value to Indian users. They also provide a platform for genuine businesses. Such foreign based applications also are potential investors who may, based on their user-base in the country, which is growing currently, decide to invest in physical infrastructure and create jobs for Indian youth. Hence, taking strict action against them in response to an unclear timeline or intensity of violation would be counter-productive. I request TRAI to kindly consider working with</p>

				<p>the companies who have developed such meaningful applications, co-develop solutions and innovations with such companies who have the capacity to invest in infrastructure and resources, and embed their services as part of TRAI's infrastructure to fight malicious callers and their networks in the country. This serves as a win-win method for everyday users, businesses, government as well as for the overall telecom infrastructure in the country.</p>
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