

Fwd: Draft_CP_13032026 | Suggestions

yashika.goplani <yashika.goplani@traf.gov.in >

2 emails

Yashika Goplani <yashika.goplani@traf.gov.in >

Tue, 07 Apr 2026 2:39:02 PM +0530

To "rajesh Kumar"<rk.vatsa73@traf.gov.in>

Yashika Goplani
Consultant (Legal) QoS-II
Telecom Regulatory Authority of India, New Delhi

==== Forwarded message =====

From: rajesh Kumar <rk.vatsa73@traf.gov.in>
To: "Sanjay Kumar"<jtadv-qos2@traf.gov.in>, "ASHOK KUMAR"<jtadv2-qos2@traf.gov.in>,
"Yashika Goplani"<yashika.goplani@traf.gov.in>
Cc: "advqos2"<advqos2@gmail.com>
Date: Fri, 20 Mar 2026 10:53:28 +0530
Subject: Fwd: Draft_CP_13032026 | Suggestions

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From: Kartik Lalan <kartik.lalan1@gmail.com>
To: <advqos@traf.gov.in>
Date: Thu, 19 Mar 2026 18:59:40 +0530
Subject: Draft_CP_13032026 | Suggestions

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Sh Deepak Sharma,

That's a very good step towards UCC control, further I would like to suggest few implementation ideas which are in addition to the draft [amendment](#) as below. Requesting to please have a look at it so that TRAI can curb frauds and UCC effectively.

1. For consented UCC SMS/call, a central consent management portal required to brings accountability and transparency.
Where if customer has consented for a particular sender, it can be displayed & revoked by customer when not required.
Often vendors misuse consent mechanism e.g. opening account or goods purchase no option provided for denial of consent requested or while checking quotation also they only share it to the customer when they agree to consent usage of number for UCC

2. Most smartphone users deal with 10X Push notifications daily compared to SMS/Call UCC.
So TRAI should start regulating Push notifications as well. All Apps for Indian market compulsory needs to use separate service & promotional category channels, which end user can disable per need. e.g. UPI app sends transaction notification & Promotion on same

channel, so user cannot disable promotional category channel & has to suffer with daily multiple UCC push notifications which removes alertness if frauds happens.

3. SMS Sender ID convention - Number vs Alphanumeric

Usage of Numeric sender ID for non-promotional (service/transactional) & Alphanumeric e.g. AB-CDEFGH-P for promotional. Adapting back good old 15yrs old convention. Also binding 1 Single Sender ID required, e.g. SBI Bank currently can have multiple Sender ID like AB-ONLSBI-T BZ-SBIINB-T VK-SBIBNK , whereas being SBI it has to be fixed single Sender ID, which person can save in contact and helps identification.

4. Restriction on Smartphone Apps requesting for SMS read/send permission.

Apps which seek SMS Read / Send permission should be restricted as they often use personal data without any focus on real data privacy. Having fixed registered sender ID, regulation can be introduced allowing only single registered SMS sender ID to read. Similar with send.

5. 140.. & 160..

Despite allocation of designated series for promotional/transactional Calls, they are not being used and calls from Landline/Mobile are observed by banks, other agencies. Also it is observed that 140.. & 160.. are used in reverse manner at times, service/transactional calls are made using 140.. instead of 160..

6. TRAI Intervention to resolve upon escalation

Widely misused by Appellate Authorities, once complaint resolution on 1909 is escalated they also try to console user by false promise that actions would be taken & close the ticket, but despite that in future UCC SMS/calls are sent.

Solution: Logging resolution provided by Appellate in ledger for official record, which can be viewed by the customer and TRAI. Meta data that classifies the communication was triaged to be UCC or not to bring transparency.

Unsatisfied with Appellate resolution, procedure for reaching to TRAI to bring fair resolution is required.

7. Night timing control

Service in nature should not be allowed in night time, e.g. EPFO sending reminder of doing nominations need not be required at mid night 2AM or Bank notifying KYC due which can be sent at morning hours.

Only transactional should be allowed at mid night so that OTP/transaction alerts are not blocked

May you need any other info. please feel free to revert. Thank you.

Regards,
Kartik

rajesh Kumar <rk.vatsa73@traigov.in >

Fri, 20 Mar 2026 10:53:32 AM +0530

To "Sanjay Kumar" <jtadv-qos2@traigov.in>, "ASHOK KUMAR" <jtadv2-qos2@traigov.in>, "Yashika Goplani" <yashika.goplani@traigov.in>

Cc "advqos2" <advqos2@gmail.com>

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Regards,
Kartik