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TO BE PUBLISHED IN THE GAZETTE OF INDIA, EXTRAORDINARY, PART III, SECTION 4

TELECOM REGULATORY AUTHORITY OF INDIA

NOTIFICATION

New Delhi, the 19th July, 2018

No. 311-04/2017-QoS: - In exercise of powers conferred by section 36 read with sub-clause (v) of clause (b) and clause (c) of sub-section (1) of section 11 of the Telecom Regulatory Authority of India Act 1997 (24 of 1997), the Telecom Regulatory Authority of India hereby makes the following regulations, namely:-

THE TELECOM COMMERCIAL COMMUNICATIONS CUSTOMER PREFERENCE REGULATIONS, 2018
(6 of 2018)

CHAPTER-I

Preliminary

1. **Short title and commencement.** -

(1) These regulations may be called the Telecom Commercial Communications Customer Preference Regulations, 2018.

(2) (a) Except as otherwise provided in clause (b), (c), (d) and (e) these regulations shall come into force from the date of their publication in the Official Gazette;

(b) regulations 4,5,11,15,28,34, 35 and 36 of these regulations shall come into force after 30 days from the date of publication of these regulations in the Official Gazette;

(c) regulations 6, 13 and 14 of these regulations shall come into force after 90 days from the date of publication of these regulations in the Official Gazette;

(d) regulations 3, 7, 8, 9, 10, 12, 18 and 32 of these regulations shall come into force after 120 days from the date of publication of these regulations in the Official Gazette;

(e) regulations 23, 29 and sub-regulations (5) and (6) of regulation 25 of these regulations shall come into force after 150 days from the date of publication of these regulations in the Official Gazette";

(f) regulation 24 of these regulations shall come into force from the 31st day of January, 2019;

(g) regulations 26, 27 and sub-regulations (1), (2), (3) and (4) of regulation 25 of these regulations shall come into force from the 28th day of February, 2019.

2. **Definitions**. - In these regulations, unless the context otherwise requires-

(a) **"Abandoned Call"** means an outgoing call in which the sender does not connect the call to a live agent after the call is established and is answered by the recipient.

(b) **"Access Providers"** includes the Basic Telephone Service Provider, Cellular Mobile Telephone Service Provider, Unified Access Service Provider, Universal Access Service Provider and Virtual Network Operator (VNO) as defined in the respective licenses issued by Department of Telecommunications (DoT);

(c) **"Act"** means the Telecom Regulatory Authority of India Act, 1997 (24 of 1997)

(d) **"Authority"** means the Telecom Regulatory Authority of India established under sub-section (1) of section 3 of the Act;

(e) **"Auto Dialer Call"** means a call which is initiated automatically by an equipment, in accordance to a stored and/ or programmable instruction(s), to a telephone number(s), already stored or a list auto generated by the software, and once the call has been answered, equipment

(i) either plays a recorded message; or

(ii) connects the call to a live person;

[(ea) **"Application-to-Person call or A2P call"** refers to a voice call that is initiated by an application, software system, or automated platform without direct human dialling and delivered to an individual telecom subscriber, including using autodialling, robo-calls and/ or pre-recorded/ artificial voice technologies;][1]

(f) **"Bulk"** means number of messages or voice calls on the same or similar subject-matter sent, caused to be sent or authorized to be sent in excess of the following limits: -

(i) more than 20 during a twenty-four hours period; or

(ii) more than 100 during a seven days period; or

(iii) *more than 300 during a thirty days period;*

(g) **"Business Day"** means any day other than a Saturday, Sunday and a Gazette holiday declared by the Central government;

(h) **"Calling Name or Number (CNAM)"** means name or number which is presented by the terminating access provider (TAP) to the recipient of a commercial communication which may be the header assigned to the sender or a name or number assigned by the access provider in lieu of header or number;

[1] Inserted by 3rd Amendment, 2026.

(i) **"Commercial Communication"** means any voice call or message using telecommunication services, where the primary purpose is to inform about or advertise or solicit business for

(A) goods or services; or
(B) a supplier or prospective supplier of offered goods or services; or
(C) a business or investment opportunity; or
(D) a provider or prospective provider of such an opportunity;

Explanation:

For the purposes of this regulation it is immaterial whether the goods, services, land or opportunity referred to in the content of the communication exist(s), is/are lawful, or otherwise. Further, the purpose or intent of the communication may be inferred from:

(A) The content of the communication in the message or voice call
(B) The manner in which the content of message or voice call is presented
(C) The content in the communication during call back to phone numbers presented or referred to in the content of message or voice call; or the content presented at the web links included in such communication.

(j) "**Consensus**" means the concurrence among the participants on a distributed ledger to record an irrevocable data value, which is cryptographically secured;

(k) **["Consent"** means any voluntary permission, either explicit or inferred, given by the customer to Sender to receive Commercial Communication related to specific purpose, product or service.

Explanation 1.— For the purposes of these regulations, the expression 'consent' is limited to the voluntary permission given by the customer to the Sender for the establishment of communication channel between the Sender and the customer for Commercial Communications, as agreed to between them.

Explanation 2.— For the purposes of these regulations, the expression 'revocation of consent' is limited to the withdrawal of the voluntary permission referred to in Explanation 1, by the customer.

Explanation 3.— Nothing contained in these regulations shall exempt the Sender from its obligations, or liability under the Digital Personal Data Protection Act, 2023;][2]

(l) **"Consent Acquirer or CA"** means any sender with registered and valid header(s), who acquires consent through a prescribed process under the relevant regulations;

(m) **"Consent Register"** means a Distributed Ledger for Consent (DL-Consent) having all relevant details of consent acquired by sender, in a secure and safe manner, to send commercial communications and may be required for the purpose of pre and post checks for regulatory compliance based on the consent;

(n) **"Consent Registrar or CR"** is an authorized entity under relevant regulations responsible for maintaining the consent register, customer consent acquisition facility and customer consent verification facility;

[2]Substituted by 3rd Amendment, 2026.

(o) **"Consent Template or CT"** means a template of content which is presented to the customer while acquiring his consent and clearly mentions purpose of the consent and details of sender;

(p) **"Consent Template Register"** means a Distributed Ledger for registration of Consent Template (DL-TCS) which keeps record of unique consent template identity along with the content of consent template and details of sender who got it registered, in a secure and safe manner;

(q) **"Content Template for Transaction"** means a template of content registered by any sender with the access provider for sending transactional message, service message or transactional voice call, service call for the purpose of commercial communication and contains content which may be a combination of fixed part of content and variable part of content, where

(i) fixed part of content is that part of content which is common across all commercial communications sent to different recipients for same or similar subject;

(ii) variable part of content is that part of content which may vary across commercial communications sent to different recipients for same or similar subject on account of information which is very specific to the particular transaction for a particular recipient or may vary on account of reference to date, time, place or unique reference number;

(r) **"Content Template for Promotion"** means a template of content registered by any sender with the access provider for sending promotional message or promotional voice call for the purpose of commercial communication and contains content which is fixed content and common across all commercial communications sent to different recipients for same or similar subject;

(s) **"Content Template Register"** means a Distributed Ledger for Content Template which keeps records of unique content template identity along with the content of content template and details of sender who got it registered in a safe and secure manner;

(t) **"Content Template Registrar"** is an authorized entity under the relevant regulations responsible for maintaining the Content template register and Content template registration facility;

(u) **"Customer"** means subscriber;

(v) **"Customer Preference Registration Facility or CPRF"** means the facility established by an Access Provider, under relevant regulations, for the purpose of registration, modifications or de-registration of the preference of its customers in respect of receipt of commercial communications;

(w) **"Distributed Ledger Technologies (DLT)"** means a set of technological solutions that enables a single, sequenced, standardized and cryptographically-secured record of activities to be safely distributed to, and acted upon, by a network of varied participants and their

(i) database can be spread across multiple sites or institutions;

(ii) records are stored one after the other in a continuous ledger and can only be added when the participants reach a consensus;

(x) **"Entity Register"** means a Distributed Ledger for Entities (DL-Entities) having a records of all entities registered to carry out telemarketing related function(s) with all relevant details.

(y) [**"Explicit Consent"** means consent which has either been verified directly from the Recipient in a robust and verifiable manner and recorded by Consent Registrar; or, obtained by the Sender through any verifiable means prior to or outside the Consent Registration Function framework, and subsequently registered in the Consent Register in accordance with the procedure specified by the Authority from time to time;][3]

(z) **"Fully blocked"** means stoppage of all types of commercial communication requiring explicit consent except commercial communication sent under inferred consent and Government Message or Government Voice Call;

(za) "**Government Message or Government Voice Call**" means any message sent or voice call made on the directions of –

(a) the Central Government or the State Government or any body established under the Constitution; or

(b) the Authority or by an agency expressly authorized for the purpose by the Authority:

Provided that such messages are sent or voice calls are made through the DLT platform.

Explanation: There shall not be any requirement of seeking Consent for receipt of these communications nor shall there be any option in the Preference Register to block such communications;

(aa) **"Header"** means an alphanumeric string of maximum eleven characters or numbers assigned to an individual, business or legal entity under these regulations to send commercial communications;

(ab) **"Header Root"** means the common sub string of block of headers, starting from the first character;

(ac) **"Header Branch"** means the sub string of a header other than header root;

(ad) **"Header Registration Facility or HRF"** means the facility established by Header Registrar, under relevant regulations, for registration or de-registration of the header of any principal entity or content provider for sending commercial communications;

(ae) **"Header Register"** means a Distributed Ledger for Header (DL-Header) which keeps records of header(s), its purpose of sending commercial communications and details of sender to whom it is assigned in a safe and secure manner;

(af) **"Header Registrar"** is an authorised entity under relevant regulations responsible for maintaining the header register, header registration facility and header verification facility;

(ag) **"Immutable"** means data added to the distributed ledger after achieving consensus, which thereafter is unchangeable, secure and preserved for the life of the ledger;

[3] Substituted by 3rd Amendment, 2026.

(ah) **"Inferred Consent"** means any permission that can be reasonably inferred from the customer's conduct or the Relationship between the Recipient and the Sender.

[***][4]

Provided further that in case of commercial messages, such Consent may be clearly and reasonably inferred from the registered Content Template;

(ai) **"Message"** shall have the meaning assigned to it in [clause (g) of section 2 of the Telecommunications Act, 2023 (44 of 2023)][5];

(aj) **"National Numbering Plan" (NNP)** means the National Numbering Plan issued by DoT from time to time;

(ak) **"Node**" means participants on a distributed ledger having particular rights to read or write data;

(al) **"Non-repudiable"** means

(i) making available proof of various network-related actions (such as proof of obligation, intent, or commitment; proof of data origin, proof of ownership, proof of resource use) so that an individual or entity cannot deny having performed a particular action;

(ii) ensuring the availability of evidence that can be presented to Authority and used to prove that some kind of event or action has taken place;

(am) **"One Time Password or OTP"** means an automatically generated random number used to authenticate the action of user for a single transaction or session.

(an) **"Originating Access Provider" (OAP)** means the Access Provider who has provided the telecom resources to a sender;

(ao) **"Permissioned DLT networks**" means those DLT networks where participants in the process are preselected and addition of new record on the ledger is checked by a limited consensus process using a digital signature;

(ap) **"Preference of Category of Commercial Communication"** means preference exercised by the customer to permit only a selected category of commercial communications out of available choices prescribed by relevant regulations;

(aq) **"Preference of Mode for Commercial Communication"** means preference exercised by the customer to permit commercial communications only through the selected mode of communications from the choices for modes made available in the relevant regulations or code(s) of practice;

[4] Deleted by 3rd Amendment, 2026.
[5] Substituted by 3rd Amendment, 2026.

(ar)	**"Preference of Time band and Day type for Commercial Communication"** means preference exercised by the customer to permit unsolicited commercial communications only during time slots and type of days out of choices for time band(s) and types of day(s) made available in the relevant regulations;
(as)	**"Preference Register"** means a Distributed Ledger for Preference (DL-Preference) which keeps records of preference(s) of customers about category of content, mode(s) of communication, time band(s), type of day(s) along with the details of customer who has exercised choices of preference(s), day and time such choices or changes in choices were exercised in a safe and secure manner;
(at)	"**Private DLT networks**" means those DLT networks where visibility is restricted to a subset of users;
(au)	**"Promotional messages"** means the commercial communication containing promotional material or advertisement of a product or service: Provided that the Sender shall give an opt-out mechanism to the Recipient in the same Message, as may be specified by the Authority: Provided further that if promotional content is mixed with any type of Transactional or Service Message, such Message shall be treated as a Promotional Message. Explanation: These Messages shall only be delivered to Subscribers who have not blocked their preference under the applicable category in the Preference Register or have given their Consent in the Consent Register, as applicable. If the Sender has acquired explicit digital consent, as provided under the regulations, from the intended Recipient, then such Promotional Messages with explicit consent shall be delivered to the Recipients irrespective of their preferences registered, under the applicable category, in the Preference Register;
(av)	**"Promotional voice call"** means commercial communication any voice Commercial Communication containing promotional material or advertisement of a product or service: Provided that if promotional content is mixed with any type of commercial Voice Call, such voice call shall be treated as a Promotional Voice Call. Explanation: These calls shall only be delivered to Subscribers who have not blocked their preference, under the applicable category, in the Preference Register or have given their

	Consent in the Consent Register, as applicable. If the Sender has acquired explicit digital consent, as provided under these regulations, from the intended Recipient, such Promotional calls with Explicit Consent of the Recipient shall be delivered to the Recipients irrespective of their preferences registered, under the applicable category, in the Preference Register.;
(aw)	**"Recipient",** in relation to a commercial communication, means an authorised user of the telephone number(s) to whom the message is sent or voice call is made. **Explanation:** Where a recipient of a message or voice call has one or more Telephone numbers in addition to the Telephone number to which the message was sent or voice call was made, the recipient shall be treated as a separate recipient with respect to each such Telephone number;

(ax) **"Referred Telephone Number" (RTN)** means telephone number or telecom resource referred to in the content of commercial communication messages or voice calls from the sender;

(ay) **"Registered Telemarketer (RTM)"** means any telemarketer who is registered with the access provider(s) in accordance with the procedure and conditions specified in these regulations.

(az) **"Regulations"** means the Telecom Commercial Communications Customer Preference Regulations, 2018, unless otherwise indicated;

(ba) [**"Regulatory Sandbox"** means a live testing environment where new products, services, processes, regulatory technology solutions and business models may be deployed for a limited set of customers, for a specified period of time, with certain relaxations in the extant regulatory provisions, in order to encourage and facilitate innovation and technological development in telecommunication; development and refinement of Code(s) of Practice; and provide inputs for regulatory interventions and modifications;][6]

(bb) **["Relationship"** means a prior or existing relationship —

(i) for business or commercial reasons, between a person or entity and a subscriber with or without an exchange of consideration;

(ii) on the basis of an inquiry for goods or products or services, submitted by the Recipient to Sender within seven days immediately preceding the date of the receiving of communication, which relationship has not been previously terminated by either party:
Provided that such an inquiry shall be made in writing or through digital means, and shall be maintained in a verifiable form by the Sender;

(iii) on the basis of application regarding products or services made by or submitted by Recipient to Sender within the three months immediately preceding the date of the receiving of communication, which relationship has not been previously terminated by either party;][7]

(bc) **"Robo Calls"** means any call made to any customer using an artificial or prerecorded voice to interactively deliver a voice message without the involvement of human being on calling side for participating in the dialogue;

(bd) **"Scrubber"** means an entity registered with the access provider(s) and authorised by the relevant regulations to perform the function of scrubbing in accordance with the relevant regulations;

(be) **"Scrubbing"** means process of comparing target list of telephone number(s) provided by the Sender, to whom it wishes to send commercial communication with the list of telephone number(s) in DL-Preference and DL-Consent to check whether commercial communication(s) can be sent to the Recipient as per his registered preference(s) or as per consent;

[6] Substituted by 3rd Amendment, 2026.
[7] Substituted by 3rd Amendment, 2026.

(bf) **"Sender",** in relation to a commercial communication, means

(i) The person or entity who owns the telephone number or the header(s) that were used;

(ii) A person or entity that publicly asserts or uses a Calling Line Identity (CLI) or the phone number(s) referred to in the communication, except where such assertion is fraudulent;

(iii) The person who sent the message or made a voice call, caused the message to be sent or the voice call to be made or authorized the sending of the message or making of the voice call;

(iv) The person or legal entity dealing with goods, or services, or land or property, or a business or investment opportunity that is offered or promoted; except where such entity maintains a distinct legal identity for the division or line of business dealing with offered goods, services or opportunity, in which case such division or line of business;

(bg) **"Sender information or SI"** means the source, destination and routing information attached to a message or voice call, including, where applicable, the originator's name and originating phone number, reference telephone number, and any other information that appears in the content of commercial communication identifying, or purporting to identify, the sender of the message or making voice call;

(bh) [**"Service message or Service Call"** means a message sent or voice call made by a Sender to –

(i) its Customer to provide information pertaining to a product or service procured by such customer, its warranty or service, product recall, software upgrade alerts, safety or security of the product used or purchased by the Customer, periodic balance alerts, information regarding delivery of goods or services, OTPs for authentication, such as app login, password reset, two-factor authentication etc., and such messages or voice calls are not promotional in nature and do not require Explicit Consent; or

(ii) a Recipient to facilitate a commercial transaction involving the ongoing purchase or the use by the Recipient of the product or services offered by the Sender after obtaining Explicit Consent from the Recipient and such messages or voice calls are not promotional in nature:

Provided that such Explicit Consent shall be valid for a period of seven days or until revoked by the customer, whichever is earlier, and it may be renewed at the instance of the customer for an additional period of seven days at a time:

Provided further that the Authority may specify the validity period of such Explicit Consent from time to time:

Provided also that a transactional Message or transactional Voice Call containing information pertaining to service shall be treated as a Service Message or Service Voice Call;][8]

(bi) **"Signature"** means pattern in communications from particular telephone number(s) or telecom resource(s) or person, entity which are not registered with the access provider(s) for commercial communication purposes and also includes pattern in communications from particular sender(s), who are registered with the access provider(s) but not authorised to send commercial communication of particular type or for specific purpose(s) which may require additional authorisations from relevant Government or statutory bodies to send such commercial communications;

[8] Substituted by 3rd Amendment, 2026.

(bj) **"Silent Call"** means any unsolicited call made by a person or an entity to a customer for a very short duration in which either called party has not yet been alerted by his or her device, or it is very unlikely to be answered, wherein the intention of caller is to get call back from called party and then enter into commercial communication;
(bk) **"Smart contract"** means a functionality of intelligent and programmable code which can execute pre-determined commands or business rules set to pre-check regulatory compliance without further human intervention and suitable for DLT system to create a digital agreement, with cryptographic certainty that the agreement has been honored in the ledgers, databases or accounts of all parties to the agreement;
(bl) **"Smartphone"** means a device with large display, predominantly with touch screen technology, fast processor and memory in the GB range. A fully-featured Operating System or platform that provides voice and data communications capabilities, enables personalization of the device by the user and in addition supports installation and maintenance of mobile applications e.g., downloadable from an Application store.
(bm) **"SMS"** means a message which is sent through short message service and includes a Multi-Media message which is sent through Multi-Media message service (MMS);
(bma) [**"Spam"** means Unsolicited commercial communication as defined in clause (bw) of this regulation][9];
(bmb) [**"Spammer"** means a Sender or Telemarketer engaged in sending Unsolicited commercial communication][10];
(bn) **"Subscriber"** means a person or legal entity who subscribes to [any service for telecommunication][11];
(bo) **"Telecom resources"** means any [telecommunication equipment and/or telecommunication identifier, as defined under the Telecommunications Act, 2023 (44 of 2023),][12] used to send voice call or messages;
(bp) **"Telemarketer"** means a person or legal entity engaged in the activity of transmission or delivery of commercial communication or scrubbing or aggregation.
(bq) **"Telephone number"** means a number which may or may not have been assigned to the subscriber of a Public Switched Telecom Network (PSTN) or a wireless access network or a mobile network from a numbering series already assigned to a telecom service providers to which either an SMS or MMS can be sent, or Voice calls can be made. **Explanation:** For the purposes of these regulations, it is immaterial whether the telephone number is actually assigned to any customer or not or has ceased to exist;

[9] Inserted by 3rd Amendment, 2026.
[10] Inserted by 3rd Amendment, 2026.
[11] Substituted by 3rd Amendment, 2026.
[12] Substituted by 3rd Amendment, 2026

(br) **"Telephone number harvesting software"** means software that is specifically designed or marketed for use in —

(i) searching the Internet, directories, contact lists in devices for telephone numbers; and

(ii) collecting, compiling, capturing or otherwise harvesting those telephone numbers;

(iii) generating most likely valid telephone numbers using automated means;

(bs) **"Terminating Access Provider" (TAP)** means the Access Provider of which Recipient of commercial communication is a Subscriber;

(bt) **"Transactional Message or Transactional Voice Call"** means a Message sent or Voice Call made by a Sender to its Customer or Subscriber in response to Customer initiated transaction within thirty minutes of the transaction relating to any product or service such as OTP from banks, non-bank-entities like e-commerce, [***][13] etc., transaction alerts and confirmations, balance alerts post completion of a transaction, refund information, etc. and such Messages or calls are not promotional in nature and does not require Explicit Consent;

(bv) **"Unregistered Telemarketer" (UTM)** means any Sender of commercial communication who is not registered for the purpose of telemarketing with the access provider(s);

(bw) **"Unsolicited commercial communication or UCC"** means any commercial communication that is neither as per the consent nor the registered preferences of the Recipient and does not include: -

(i) any transactional message or transactional voice call;

(ii) any service message or service voice call;

(iii) any message or voice calls transmitted on the directions of the Central Government or the State Government or bodies established under the Constitution, when such communication is in public interest;

(iv) any message or voice calls transmitted by or on the direction of the Authority or by any agency expressly authorized for the purpose by the Authority:

Provided that any commercial communication made by a Sender which is not registered with any Access Provider for the purpose of sending commercial communication shall be treated as an Unsolicited Commercial Communication:

Provided further that any message sent or voice call made, in the guise of commercial communication or otherwise, to deceive the recipient or to attempt to deceive the recipient shall be treated as an unsolicited commercial communication under these regulations so far as the misutilization of telecom resources by the sender is concerned;

(bx) **"Usage Cap"** means a limit put on a telephone number for making a maximum of twenty outgoing voice calls per day and a maximum of twenty outgoing messages per day.

[13] Deleted by 3rd Amendment, 2026.

CHAPTER-II

COMMERCIAL COMMUNICATION THROUGH ACCESS PROVIDER NETWORK

3. **Commercial communications through network of Access Providers.** — (1) Every Access Provider shall ensure that any commercial communication using its network takes place only using registered headers or the number resources allotted to the Senders from special series assigned for the purpose of commercial communication.

[Provided that the Authority may classify the Senders for this purpose and may specify different criteria for different classes of Senders.][14]

(2) No Sender, who is not registered with any Access Provider for the purpose of sending commercial communications under these regulations, shall make any commercial communication, and in case, any such Sender sends commercial communication, all the telecom resources of such Sender may be put under suspension or may also be disconnected as provided under these regulations.

[4. **Intimation regarding use of A2P calls. —**

Every Sender shall declare to the Originating Access Provider (OAP), in advance, about the use of Application-to-Person (A2P) calls, along with the details such as Calling Line Identification (CLI) ranges to be used for making A2P calls, or any other details as specified by the Authority from time to time, and such declaration shall be recorded on the DLT platform by the OAP along with the levels/series/ numbering resources assigned to such Sender:

Provided that any such call made by a Sender without prior declaration to the OAP, shall be treated as Unsolicited commercial communication, and the OAP shall take action against such Sender as per the provisions of these regulations.][15]

[14] Inserted by 3rd Amendment, 2026.
[15] Substituted by 3rd Amendment, 2026.

5. Every Access Provider shall develop or cause to develop an ecosystem with the following functions to regulate the delivery of the commercial communications as provided for in these regulations: -

(1) to provide facility to its Subscribers for registering preference(s) for Commercial Communication and maintain complete and accurate records of preference(s);

(2) to register entities for participating in the ecosystem and prescribe their roles and responsibilities for efficient and effective control of commercial communications;

(3) to provide facility to record consent(s) of the Subscribers acquired by the sender(s) for sending Commercial Communication and maintain complete and accurate records of consent(s);

(4) to provide facility for revocation of consent by its Subscribers and accordingly update records of consent for the Subscribers;

(5) to register sender(s), carry out verifications of their identities and prescribe processes for sending commercial communications;

(6) to prescribe process and specific functions of particular entity to carry out pre-delivery checks before sending commercial communications and ensuring regulatory compliance(s);

(7) to provide facilities for its Subscribers to register complaints against Sender(s) of Commercial Communication and maintain complete and accurate records of status of resolution of complaints;

(8) to examine and investigate complaints, take actions against defaulters and take remedial measures to ensure compliance with the regulations;

(9) to detect, identify and act against sender(s) of Commercial Communication who are not registered with them;

(10) to comply with any other directions, guidelines and instructions issued by the Authority in this regard.

CHAPTER-III

CUSTOMER PREFERENCE REGISTRATION

6. **Every Access Provider shall establish Customer Preference Registration Facility (CPRF) and shall make necessary arrangements to facilitate its customers, on 24 hours X 7 days basis throughout the year:**

(1) to provide ways and means to record consent or record revocation of consent related to Commercial Communication and exercise his preference(s) from the list(s), mentioned in the Schedule-II, of choices for: -

(a) preference(s) of categories of Commercial Communication;

(b) preference(s) of the mode(s) of communication,

(c) preference(s) of time band(s) and types of day(s) of the week including public and national holidays;

(2) to provide following modes, free of cost, to the customer, as per his choice, to register, modify or

de register preference(s): -

(a) sending SMS to short code 1909; or

(b) calling on 1909; or

(c) Interactive Voice Response System (IVRS); or

(d) sending USSD; or

(e) Mobile app developed in this regard either by the Authority or by any other person or entity and approved by the Authority; or

(f) Web portal with authentication through OTP; or

(g) Any other means as may be prescribed by the Authority from time to time.

(3) to duly acknowledge the receipt within fifteen minutes of the request made by the customer for registering, modifying, deregistering the preference with unique reference number;

7. Every Access Provider shall ensure that preferences recorded or modified by the Subscriber are given effect to in near real time and in such a manner that no delivery of commercial communication is made or blocked in contravention to the Subscribers' preference after twenty-four hours or such time as the Authority may prescribe.

CHAPTER-IV

FUNCTIONS OF ACCESS PROVIDERS

8. Every Access Provider shall undertake following activities in accordance with the provisions of these regulations before allowing any commercial communication through its network(s): -

(1) Develop Code(s) of Practice to establish system and make arrangements to govern the specified activities: -

(a) Code of Practice for Entities of ecosystem (CoP-Entities) as per Schedule-I;

(b) Code of Practice for Registration of preference(s), recording consent(s) and revocation of consent(s) (CoP-Preference) as per Schedule-II;

(c) Code of Practice for Complaint Handling (CoP-Complaints) as per Schedule-III;

(d) Code of Practice for Unsolicited Commercial Communications Detection (CoP-UCC_Detect) as per Schedule-IV;

(e) Code of Practice for monthly reporting (CoP-Reports) as per Schedule-V

(2) Register entities as provided for in Code(s) of Practice for Entities

(3) Register Sender(s) and assign the header(s), header root(s);

(4) Register the Content Templates;

(5) Register the Consent Templates;

9. Every Access Provider shall ensure that no commercial communication is made to any Recipient, except as per the preference(s) or digitally registered consent(s) registered in accordance with these regulations.

10. Every Access Provider shall ensure that no commercial communication takes place through its network(s) except by using header(s) assigned to the registered Sender(s) for the purpose of sending commercial communication;

11. Every Access Provider shall give due publicity through appropriate means to make the customers aware regarding: -

(1) The procedure(s) and facilities for registering preference(s);

(2) The procedure(s) and facilities for registration and revocation of Consent(s);

(3) The procedure(s) and facilities for making complaint(s), providing information or reporting Unsolicited Commercial Communication;

(4) Every Access provider shall inform its Subscribers while giving telecom resources that he shall not get involved in the activity of sending Commercial Communication or cause sending Commercial communication, or authorize the sending of the Commercial Communication using the telecom resources failing which the telecom resources used or assigned to him may be [***][16] disconnected;

Provided that the Authority may, from time to time, issue such directions as it deems necessary, specifying the content, medium, frequency and manner of such publicity;

CHAPTER-V

OBLIGATIONS OF ACCESS PROVIDERS

[16] Deleted by 3rd Amendment, 2026.

12. Access Providers shall deploy, maintain and operate a system, by themselves or through delegation, to ensure that requisite functions are performed in a non-repudiable and immutable manner: -

(1) to record preference(s), consent(s), revocation of consent(s), complaint(s) etc.

(2) to carry out regulatory pre-checks and post-checks in respect of Commercial Communication being offered for delivery and also to keep records of actions performed;

(3) to register person(s), business entity(ies) or legal entity(ies) in making Commercial Communication through its network involved from origination, transmission or delivery and have adequate documentary evidence in support to prove its identity;

(4) to ensure that functions and actions performed by registered entities are identifiable, distinguishable and recordable;

(5) to ensure that the data is stored and shared in a secure and safe manner;

(6) to ensure that data is accessible only to the relevant entities for performing roles assigned to them under these regulations;

Note: If not specifically permitted, the data should not be accessible in clear text to any person, including the person(s) operating the system or performing a delegated function, e.g. scrubbing, or accessible to any application(s) other than the application performing the delegated function(s).

(7) to detect non-compliances and take immediate action to effectively ensure compliance with regulations;

(8) to ensure compliance by the registered sender(s) who have notified the access provider about the use of auto dialer(s), and to take action against the sender(s) found to be failing to maintain silent calls or abandoned calls within the prescribed limits;

13. Access Providers shall adopt Distributed Ledger Technology (DLT) with permissioned and private DLT networks for implementation of the system, functions and processes as prescribed in Code(s) of Practice:

(1) to ensure that all necessary regulatory pre-checks are carried out for sending Commercial Communication;

(2) to operate smart contracts among entities for effectively controlling the flow of Commercial Communication;

[Provided that in case of a Virtual Network Operator (VNO), the concerned Network Service Operator (NSO) shall provide the necessary digital interface having real time functionality with DLT platform and any other system to enable the VNO to perform its obligations under these regulations:

Provided further that the Authority may specify the mechanism to provide such digital interface to VNOs by the NSOs from time to time.][17]

14. Access Providers may authorise one or more DLT network operators, as deemed fit, to provide technology solution(s) to all entities to carry out the functions as provided for in these regulations.

[17] Inserted by 3rd Amendment, 2026.

15. Every Access Provider shall develop the prescribed Code(s) of Practice, if necessary, in collaboration with other Access Providers, including relevant stakeholders required to participate to carry out the functions provide for in these regulations.

16. The Access Providers shall submit the Code(s) of Practice (CoPs) to the Authority within three months from the date of coming into force of these regulations.

17. Authority may direct Access Provider(s) to make changes, at any time, in the Code(s) of Practice and Access Providers shall incorporate such changes and submit revised CoP within fifteen days from the date of direction issued in this regard.

18. Every Access Provider shall comply with the submitted Codes of Practices and implement them in accordance with the specified time line(s),

Provided that any provision in Code(s) of Practice shall not have effect to the extent of being inconsistent with these regulations.

19. The Authority reserves the right to formulate a standard Code(s) of Practice in case the formulated CoP is deficient to serve the purposes of these regulations.

20. Every access provider shall comply with the provisions of Standard Code(s) of Practice.

21. In case of non-compliance to the provisions of Code(s) of Practice, Access Provider shall be liable to pay, by way of financial disincentive, following amount: -

(1) not exceeding Rupees five thousand per day for the period of exceeding the timeline if the period of delay is less than or equal to thirty days;

(2) not exceeding Rupees twenty thousand per day for the additional period of delay which is more than thirty days;

The amount payable by way of financial disincentive under these regulations shall be remitted to such head of account as may be specified by the Authority.

The total amount payable as financial disincentives under sub-regulations (1) and (2) shall not exceed rupees ten lakhs.

The Authority reserves the right not to impose financial disincentive or to impose a lower amount of financial disincentive or no incentive where it finds merit in the reasons furnished by the access provider.

Provided that no order for payment of any amount by way of financial disincentive shall be made by the Authority, unless the concerned Access Provider has been given a reasonable opportunity to represent.

[21A. (1) Every Terminating Access Provider (TAP), shall, through the AI/ML-based UCC_Detect system established by it in accordance with Schedule IV, identify from among the Calling Line Identifications (CLIs) flagged as suspected of sending Unsolicited commercial communication (UCC), and flag the Calling Line Identification (CLI) of the Sender, having high probability of being engaged in sending UCC, as "Suspected high probability UCC CLI" based upon the behavioural parameters, and immediately upon such identification and in any case, within two hours of such identification, share such CLIs with the concerned Originating Access Providers (OAPs) through the Distributed Ledger Technology (DLT) platform:
Provided that the Authority may specify the parameters for identifying the Calling Line Identification (CLI)

of the Sender as "Suspected high probability UCC CLI" from time to time:

Provided further that based on the technical considerations, the Authority may specify any other mechanism for sharing the information from time to time:

Provided also that no CLI from 140xx series, 1600xx series, 1601xx series, or any other numbering series specially designated by the Authority for Commercial Communications and notified for the purpose of this proviso, shall be flagged as "Suspected UCC/spam" for the Recipients:

Provided also that the Access Provider shall provide a mechanism to the Senders whose CLIs have been flagged as "Suspected UCC/spam" to represent against such flagging, with justification, and shall unflag the CLIs if justification is found in order:

Provided further that the Authority may also specify the mechanism to unflag the CLIs by the Access Providers from time to time.

(2) Every OAP shall, upon receipt of the intimation regarding "Suspected high probability UCC CLI" flagging from the TAP, immediately issue a notification through SMS or email or both, to the Sender associated with such CLI, informing that based on communication behaviour, the CLI has been identified as suspected of sending UCC.

(3) The OAP shall, within one business day of the receipt of these CLIs from TAP, identify unique KYC identifiers of the Sender associated with such CLI, using its subscriber records, and share the same through DLT platform with all other Access Providers, who, within one business day of the receipt of such unique KYC identifiers from OAP, shall identify all the telecom resources allotted by them to such Sender.

(4) Upon identification of all the telecom resources allotted to such Sender, as provided in sub-regulation (3) of this regulation, all Access Providers including OAP, shall examine, within the next business day, whether any other CLI allotted to the same Sender has been identified as "Suspected high probability UCC CLI" by their respective AI/ML-based spam alert systems during the preceding ten days, and all such identified CLIs mapped to the same Sender shall be recorded and shared on DLT platform by all the Access Providers on the same day.

(5) Upon receipt of the data of all the "Suspected high probability UCC CLIs" associated with such Sender across the network, all the concerned OAPs shall check, within one business day of the receipt of such data, whether five or more CLIs of the Sender have been identified as "Suspected high probability UCC CLI" within a period of last ten days, and if it is found that five or more CLIs of the Sender have been so identified within the last ten days, all the concerned OAPs shall take action against the Sender as provided hereunder:

(a) for the first such instance, OAP shall, within the next three business days, carry out the re-verification of KYC of the Sender as per the licence conditions and-

(a) where the KYC re-verification is unsuccessful, the OAP shall take necessary action in accordance with the extant KYC guidelines;

(b) where the KYC re-verification is successful, such instance shall nevertheless be treated as the first instance of violation, and any subsequent violation shall be considered as repeated violation under these regulations;

(b) for the second such instance, OAP shall, within the next five business days, carry out the physical KYC verification of the Sender and check that the telecom resources allotted by OAP are not being misused by the Sender for sending UCC and-

(i) in case KYC details of the Sender available with OAP do not match with the details obtained on physical verification, or if it is found that the telecom resources are being misused by the Sender for sending UCC in violation of the provisions of the regulations, the outgoing services of all telecom resources including PRI/SIP trunks, SIMs etc. allotted to the Sender shall be barred by all the Access Providers for a period of fifteen days, irrespective of whether those telecom resources were actually used or not in making such communications;

(ii) where the KYC details of the Sender available with OAP match with the details obtained on physical verification, such instance shall nevertheless be treated as the second instance of violation, and any subsequent violation shall be considered as repeated violation under these regulations;

(c) for any such subsequent instance, the OAP shall, within the next five business days, check that the telecom resources allotted by it are not being misused by the Sender for sending UCC and if it is found that the telecom resources are being misused by the Sender for sending UCC in violation of the provisions of the regulations, OAP shall take action against the Sender as provided under clause (b) of sub-regulation (6) of regulation 25 of the regulations.][18]

22. **Other obligations of Access Providers.** — (1) Every Access Provider shall, –

(a) [in case of misuse of Headers or Content Templates,

(i) immediately upon noticing the misuse, but not beyond six hours of noticing such misuse, while acting as OAP, suspend such misused Header or Content Template across all Access Providers, as the case may be; inform about such suspension of the Header or Content template to the Registrar Access Provider, and the OAP shall, within forty eight hours of receiving such report of misuse, issue a notice to the Sender in whose name such Header or Content Template is registered, and such suspension shall remain in force until the conditions specified under sub-clause (ii) are fully complied with by the Sender;

(ii) require the Sender to undertake all the following remedial actions:

(A) reset, within three business days of receipt of notice from the Originating Access Provider, all access credentials including passwords, API keys and system permissions used for submission or delivery of Commercial Communications, which have been allotted to the Sender by the Access Providers and Telemarketers;

(B) file a formal complaint with the appropriate law enforcement agency under the applicable laws, within three business days of receipt of notice from the OAP, identifying whether the misuse arose due to—

I. compromise of login credentials;
II. unauthorized access to systems;
III. misuse by an associated Telemarketer, Aggregator, or Delivery Entity; or
IV. any other identifiable cause, to be specified by the Sender,

and share with the OAP, a copy of the complaint filed within two business days of such filing:

Provided that, if it is found by the Sender or determined by the OAP that any Telemarketer has misused or the Telemarketer is an accomplice in the misuse of Headers or Content Templates, the Sender shall file a complaint against such Telemarketer with the law enforcement agencies under relevant laws and, without prejudice to any action that law enforcement agencies may take against such Telemarketer, the OAP shall bar all the outgoing services of such Telemarketer immediately, and issue a notice, within twenty four hours of such finding, to the Telemarketer to reply to the notice, with justification, within three business days and on receipt of reply from the Telemarketer or the expiry of notice period of three business days, whichever is earlier, if the OAP finally concludes that the misuse has been done by the Telemarketer or if the Telemarketer is an accomplice, all the telecom resources of such Telemarketer shall be disconnected

[18] Inserted by 3rd Amendment, 2026.

across all the Access Providers for a period of one year and the Telemarketer shall be blacklisted during this period:

Provided further that, if it is conclusively determined that Sender is not at fault, all such headers, content templates and other resources suspended in compliance of sub- clause (i) of clause (a) of this sub-regulation shall be restored within two business days of such determination;

(C) Where it is found by the Sender or determined by the OAP that misuse occurred due to leakage, cloning, or compromise of credentials, the Registrar Access Provider shall, within next five business days, mandatorily de-register all Headers and Content Templates of such Sender, including those reported as misused, to prevent any further misuse of leaked credentials, and intimate Sender within twenty four hours to get them re-registered and the Registrar Access Provider shall issue new header and content template ids during such re-registration.

Provided that, where the Registrar Access Provider is satisfied that immediate bulk de-registration may materially disrupt essential Commercial Communications or cause significant inconvenience to the consumers, it may undertake such de-registration in a phased manner, subject to the condition that the entire de-registration process is completed within further five business days or such extended period as may be permitted by the Authority;

(D) Conduct within ten business days of receipt of notice from the OAP, a comprehensive review of all its registered Headers, Content Templates, Consent Templates; and intimate to the OAP whether the misuse was due to credential leakage, compromise of IT systems or any other reason, to be specified by the Sender;

(iii) ensure that, where the Sender fails to fully comply with the obligations under sub-clause (ii) of clause (a) of this sub-regulation within the stipulated timeframe, or provides incomplete or false intimation, all Commercial Communication traffic from such Sender shall be suspended by all the Access Providers until compliance is achieved to the satisfaction of the OAP:

Provided that the Authority may, from time to time, specify any other procedures, safeguards, timelines, and conditions to safeguard the security of the Commercial Communications.

Explanation: For the purpose of this regulation, "misuse" means the unauthorized use of any Header or Content Template by any person or entity other than the Sender in whose name such Header or Content Template is registered, or any use by any person or entity resulting from compromise, theft, leakage, cloning, unauthorized access to credentials or systems, impersonation, etc.;][19]

(b) ensure that whenever a Sender or Telemarketer is suspended or blacklisted by any Access Provider and its status is updated by it on DLT platform, other Access Providers shall stop traffic from such entities immediately, but not later than twenty-four hours from the time of suspension or blacklisting, and shall not allow re-registration of these entities during the period of suspension or blacklisting;

(c) develop a mechanism for the registered Senders and RTMs to self-certify annually: -

(i) their registration details so as to ensure availability of their up-to-date details with the Access Providers;

(ii) all of their registered headers, content templates and Consent Templates:

Provided that any failure on the part of the registered Sender or RTM to certify their registration

[19] Substituted by 3rd Amendment, 2026.

details, registered headers, Content Template and Consent Templates shall lead to automatic suspension of such Senders and RTMs or their registered headers, content templates and Consent Templates, as the case may be:

Provided further that Access Providers shall incorporate suitable provisions in its agreement with the Sender or RTM to ensure compliance of the provision;

(d) ensure that the transmission of the Commercial Communication is authenticated by the Senders on whose name the Headers or number resources from special series for making commercial communication are issued, in such manner as may be specified by the Authority from time to time;

(e) maintain proper traceability of Messages from Senders to the Recipients and accountability of each entity in the chain and to allow sufficient flexibility in the ecosystem and ensure that–

(i) there shall not be more than two Telemarketers i.e. one Telemarketer with Aggregator Function and one Telemarketer with Delivery Function, or as directed by the Authority from time to time;

(ii) RTMs are mandated to use digital platforms that record the trace when the messages pass through them by making necessary provisions for such usage shall be incorporated in the agreement between Access Provider and RTM;

(iii) the functions of the Telemarketer for Delivery Function shall include ensuring that the commercial communication handled by them is traceable and necessary provisions for such function shall be incorporated shall be made in the agreement between Access Provider and the Telemarketer for Delivery Function;

(f) at its discretion, specify the fee for registration of Senders and RTMs and for other activities as provided under these regulations such as registration of Headers, Content Template, etc. and may also prescribe security deposits to safeguard against UCC:

Provided that the Authority may specify the fee for registration of Headers, Content Template, etc. or any other activity provided under these regulations, or it may direct the Access Providers to specify such fee;

(g) at its discretion, impose financial disincentives on registered Senders and Telemarketers or forfeit their security deposit, and also suspend or blacklist them, in case violation of the regulations can be attributed to the failure of such entities to discharge the functions assigned to them:

Provided that if the Authority has reason to believe that measures specified by the Access Providers against the registered Senders and Telemarketers are not effective, it may direct the Access Providers to take appropriate measures;

(h) ensure to make provision for registration of grievances by RTMs and Senders and their redressal;

(i) enter into agreements with the registered Senders, the Telemarketers with Delivery Functions and the Telemarketers with Aggregator Functions and ensure that–

(i) the agreement with registered Senders shall include, -

(A) the roles and responsibilities of the Sender under the provisions of these regulations and the actions that can be taken against them in case of non-compliances. The agreement shall clearly stipulate that it shall be the sole responsibility of the Sender to ensure that only registered Headers or the number resources allotted to such Sender from the special series assigned for the purpose of making service and transactional calls, are used by it for making such calls and no promotional content shall be mixed in it;

(B) the provision for legal action by the registered Sender against the Telemarketer in case of misuse of Headers or Content Templates by the Telemarketer;

(C) the responsibility of the Sender to ensure availability of their up-to-date information with the Access Providers by self-certifying, on annual basis, their registration details and all registered Headers, Content Templates and Consent Templates, failing which the Senders or the uncertified Headers and templates, as the case may be, shall be automatically suspended;

(ii) the agreement with registered Telemarketers shall include -

(A) the roles and responsibilities of Telemarketers specified under these regulations and the actions that can be taken against them in case of non-compliances;

(B) responsibility of Telemarketer to ensure availability of their up-to-date information with the Access Providers by self-certifying, on annual basis, their registration details and all registered Headers, Content Templates and Consent Templates, failing which the Telemarketer or the uncertified Headers and templates, as the case may be, shall be automatically suspended.

[Provided that the Authority may, for the purpose of preventing the misuse of telecom resources for sending UCC by the Sender or the Telemarketer, specify the essential conditions of the agreement between the Access Provider and the Sender or the Telemarketer, and that such conditions shall mandatorily form part of such agreement.][20]

CHAPTER-VI

COMPLAINT REDRESSAL

23. **Every Access Provider shall establish Customer Complaint Registration Facility (CCRF) and shall make necessary arrangements to facilitate its customers on 24 hours X 7 days basis throughout the year**: -

(1) to provide ways and means: -

(a) to make complaint by its Customer against Sender of Unsolicited Commercial Communication in violation of the regulations provided that to register the complaint against-

(i) RTMs or registered Senders, Customer should have registered his preferences;

(ii) UTMs or unregistered Senders, there shall not be any pre-requisite of registration of Preferences by the Customer;

(b) to submit report(s), against sender(s) of commercial communication in violation of provisions of these regulation(s) by any customer;

(c) [(i) to prefer an appeal to the Appellate Authority, as provided in the Telecom Consumers Complaint Redressal Regulations, 2012 (1 of 2012), within a period of fifteen days from the date of receipt of information about the resolution of the complaint, or, if no intimation of redressal of the complaint is received by the complainant within a period of fifteen days from the date of registering complaint, then within next fifteen days from the date of lapse of such period.

(ii) The complainant shall be able to prefer such appeal through any of the modes specified for lodging a UCC complaint or report under the Telecom Commercial Communications Customer Preference Regulations, 2018, besides the modes provided for preferring appeal under Telecom Consumers Complaint Redressal Regulation, 2012.

(iii) The Appellate Authority shall resolve and reply to such appeal in the manner and within the period as provided in the Telecom Consumers Complaint Redressal Regulations, 2012 (1 of 2012).

(iv) The Access Providers shall establish the necessary mechanism for communicating the appeal received by the TAP to the concerned Appellate Authority at OAP within one business day, including the appeals received by the TAP through email, mobile application, website/portal, complaint centre, or post or in person.][21]

(2) to provide following modes, as per choice of the customer and free of cost, to make complaint or to report violation of regulations: -

(a) sending SMS to short code 1909; or

(b) calling on 1909; or

[20] Inserted by 3rd Amendment, 2026.
[21] Inserted by 3rd Amendment, 2026.

(c) Interactive Voice Response System (IVRS); or

(d) Mobile app developed in this regard either by the Authority or by any other person or entity and approved by the Authority; or

(e) Web portal with authentication through One Time Password (OTP); or

(f) sending e-mail to a designated e-mail id of the Access Provider in the specified format.

(g) Any other means as may be notified by the Authority from time to time.

Provided that every such complaint shall be made by a subscriber or recipient within seven days of receipt of the unsolicited commercial communication:;

(3) to duly acknowledge the receipt within fifteen minutes of the complaint or report made by the customer with unique reference number;

(4) to provide details to the subscriber about the mobile app provided for in sub-regulation (2)(d)

(5) to provide details of format and procedure to the Customer, as given in the appropriate Codes of Practice, when a complaint is treated as invalid by the Access Provider on the grounds of incomplete information or improper format:

Provided that -

(a) if the complaints against Unsolicited Commercial Communication, made through Voice Calls or Message, contain the [telephone][22] number of the Sender, the [telephone][23] number of the complainant, the date of UCC and a brief about of UCC Voice Call or Message, it shall be treated as a valid complaint and for the guidance of the complainant regarding manner of description of UCC, a template shall be provided in mobile app and web portal of the Access Providers who may collect additional information to support the investigation, if available with or provided by the complainant. The mandatory fields, if displayed, shall be marked with an asterisk (*);

(b) the name of business or legal entity on whose behalf Unsolicited Commercial Communication was made and purpose of Commercial Communications shall be captured; however, these shall not be treated as mandatory fields for complaint registration or investigation.

[22] Substituted by 3rd Amendment, 2026.
[23] Substituted by 3rd Amendment, 2026.

24. **Distributed Ledger(s) for Complaints:** Every Access Provider shall establish or cause to establish Distributed Ledger(s) for Complaints (DL-Complaints) with requisite functions, processes and interfaces: -

(1) to record complaints and reports regarding violation of Regulations made by the customer in the Distributed Ledger for Complaints (DL-Complaints) in an immutable and non repudiable manner;

(2) to record, at least, following details about the [complaint, including appeal, if any, or report regarding violation][24] of Regulations:

(a) telephone number(s) or header(s) from which Unsolicited Commercial Communication was received;

(b) telephone number(s) of Complainant or reporter;

(c) Referred telephone number(s) (RTN), referred entity or brand name and purpose of call if provided in complaint;

(d) Date and time of occurrence of Unsolicited Commercial Communication, if available;

(e) unique registration number issued at the time of making complaint or reporting;

(f) resolution status of the complaint or report regarding violation of Regulations;

(3) [to record two years' history, complainant-wise, with details of all complaints, including appeal, if any, and alleged violations reported by the complainants, with date and time, and status of resolution of complaints, including the supporting documents used by the Access Providers for resolving the complaints;][25]

(4) [to record two years' history of the Senders against whom complaints, including appeal, if any, have been made or reported, along with details of all complaints including appeal, if any, with date and time, and status of resolution of complaints;][26]

Provided that for UTM or unregistered Sender, the details of the Sender such as name of the Sender, category of the Sender as a telecom Customer (individual or enterprise), address and other relevant details to uniquely identify the Sender shall be recorded.

(5) to interact and exchange information with other relevant entities in a safe and secure manner;

(6) to support any other functionalities as required to carry out functions provided for in these regulations;

[24] Substituted by 3rd Amendment, 2026.
[25] Substituted by 3rd Amendment, 2026.
[26] Substituted by 3rd Amendment, 2026.

25. [**Complaint Mechanism.—** Every Access Provider shall establish systems, functions and processes to resolve complaints made by the Customers; corroborate the complaint data with the data of Senders detected as suspected of sending UCC with high probability, by the AI/ML based UCC detect systems across all the Access Providers; and take remedial action against Senders as provided hereunder:-

(1) Terminating Access Provider shall record the complaint and report on DL-Complaints in non-repudiable and immutable manner and shall notify, in real time, the details of the complaint to the concerned Originating Access Provider (OAP) except when it is not possible to do so as stipulated in sub-regulation (2).

(2) In instances where there is non-availability of complete telephone number of the Sender or Header in the complaint registered, TAP shall communicate to the Customer about the closure of his complaint, with reason, and educate the Customer about the correct manner of registering a complaint.

(3) The Terminating Access Provider shall also verify if the date of receipt of complaint is within seven days of receiving Commercial Communication and in case the complaint is reported by the Customer after seven days, it shall communicate to the Customer about the closure of his complaint along with reasons in accordance with the Codes of Practice for Complaint Handling and change status of the complaint on DL-Complaint as a report instead of a complaint:

Provided that every complaint reported by the customers including those reported after seven days of the receipt of the Unsolicited commercial communication by the customers, shall be recorded by the Terminating Access Provider as well as the Originating Access Providers.

(4) In case the complaint is related to Registered Telemarketer or registered Sender, OAP shall-

(a) notify the receipt of the complaint to the Sender immediately with such details which helps the Sender to start the investigation immediately;

(b) examine communication detail records, within two business days from the date of receipt of complaint by OAP to check the occurrence of complained communication between the complainant and the reported telephone number or Header from which Unsolicited commercial communication was received;

(c) in case of non-occurrence of complained communications under sub-regulation (4)(b), communicate to TAP to inform the complainant about the closure of complaint along with reasons in a manner as specified in the Codes of Practice:

(d) in case of occurrence of SMS-related complained communications under sub-regulation (4)(b), further examine, within three business days from the date of receipt of complaint by the OAP, whether all regulatory pre-checks were carried out in the reported case before delivering Unsolicited commercial communications; and-

(i) if all regulatory pre-checks were carried out and delivery of Commercial Communication to the Recipient was in conformity of the provisions of the regulations and Codes of Practice, communicate to TAP to inform complainant about the closure of complaint along with reasons as provided for in the Codes of Practice;

(ii) in case non-compliance with the regulations is found, take action against the defaulting entity as provided for in these regulations supplemented with Codes of Practice, within three business days from the date of receipt of complaint by the OAP, and communicate to TAP to inform the complainant about the action taken against the complaint:

Provided that in case of complaint Originating due to registration of content template

in wrong category, the content template shall be blacklisted by the OAP; and if five content templates of such Sender are blacklisted for registration under wrong category during the last ninety days, the OAP shall suspend the services of the Sender, for one month or till the time all the content templates of the Sender are reverified for registration under proper category, whichever is later;

(e) in case of occurrence of complained communication related to Voice Call from the series assigned for promotional call under sub-regulation (4)(b), examine, within three business days from the date of receipt of complaint by the OAP, whether all regulatory pre-checks were carried out in the reported case before delivering Unsolicited commercial communications, and –

(i) in case, all regulatory pre-checks were carried out and delivery of Commercial Communication to the Recipient was in confirmation to the provisions in the regulations and Code(s) of Practice, communicate to TAP to inform complainant about the closure of complaint along with reasons as provided for in the Code(s) of Practice;

(ii) in case of non-compliance with the regulations, take action against the defaulting entity as provided for in these regulations and Codes of Practice, within three business days from the date of receipt of complaint by the OAP, and communicate to TAP to inform the complainant about the action taken against the complaint;

(iii) take appropriate remedial action, as provided for in the regulations, supplemented with the Code of Practice(s), to control Unsolicited commercial communications from such Senders so as to ensure compliance with these Regulations;

(f) in case of occurrence of complained communications under sub-regulation (4)(b) related to promotional Voice Calls made using the number resource(s) allotted from series assigned for transactional and service calls, the action shall be taken by the Access Provider as directed by the Authority from time to time.

(5) in case, the complaint is related to an Unregistered Telemarketer, OAP shall-

(a) intimate the receipt of the complaint to the Sender immediately;

(b) examine Communication Detail Records (CDRs), within two business days from the date of receipt of complaint by OAP, to check the occurrence of complained communication between the complainant and the reported telephone number from which Unsolicited commercial communication was received;

(c) in case of non- occurrence of complained communications under sub-regulation (5)(b), communicate to TAP to inform the complainant about the closure of complaint along with reasons in a manner as specified in the Codes of Practice;

(d) in case of occurrence of complained communications under sub-regulation (5)(b), examine within a maximum time of further one business day, whether there are similar complaints or reports against the same Sender, and-

(i) if it is found that there are three or more complaints against the Sender from unique Recipients during the last ten days across all Access Providers, and also any CLI allotted to the Sender has been identified or maintained as “Suspected high probability UCC CLI” by the AI system of the Access Providers during these last ten days, or, if there are five or more complaints against the Sender from unique Recipients during the last ten days across all Access Providers, the OAP shall immediately suspend the outgoing

services of the telecom resources of the Sender which were utilized for sending UCC and simultaneously initiate an investigation as provided for in the sub-regulation (6);

(ii) in case, it is found that number of complaints against the Sender are from less than five unique Recipients during last ten days across all Access Providers, and none of the CLIs of the Sender has been flagged or maintained as "Suspected high probability UCC CLI" by the AI system of the Access Providers during these last ten days across all Access Providers, the OAP shall communicate to TAP to inform the complainant about the closure of complaint along with reasons in a manner specified in the Codes of Practice.

(6) In case of occurrence of complained communications under sub-regulation (5)(d)(i) above, OAP shall, immediately issue a notice to the Sender to give opportunity to represent its case within five business days; thereafter, within five business days from the date of receipt of representation from the Sender, or in case, no reply is received from the Sender, then within five business days from the date of expiry of the period given to Sender for representing the case, whichever is earlier, investigate and record the reasons of its findings and in case the conclusion of OAP is that the Sender or its Telemarketer was engaged in sending the Unsolicited commercial communications, OAP shall take action against such Sender as under-

(a) for the first instance of violation, outgoing services of all telecom resources including PRI/SIP trunks, SIMs etc. allotted to the Sender shall be barred by all the Access Providers for a period of fifteen days, irrespective of whether those telecom resources were actually used or not in making such communications;

(b) for subsequent instances of violations, -

(i) all telecom resources including PRI/SIP trunks, SIMs etc. of the Sender shall be disconnected by all the Access Providers for one year, irrespective of whether those telecom resources were actually used or not in making such communications;

(ii) OAP shall put the Sender under the blacklist category during the period of one year as above and no new telecom resources shall be provided by any Access Provider to such Sender during this period;

(iii) all the devices used for making UCC shall also be blocked across all the Access Providers for a period of one year:

Provided that one telephone number with outgoing services barred may be allowed to be retained by such Sender during this period, and notified emergency outgoing services should be allowed despite such outgoing services being barred on the permitted telephone number.

(7) In case action is taken against a Sender under sub-regulation (4) or sub-regulation (6) of this regulation-

(a) the Sender can represent to the OAP against such action, and the OAP shall decide the representation within a maximum period of seven business days and shall record its findings.

(b) OAP shall file the details of all the representations decided by it to the Authority for regulatory review as per the format and periodicity specified by the Authority, from time to time.

(c) If the Sender is not satisfied with the decision of the OAP on its representation, the Sender may make a representation to the Authority against such decision of OAP, as provided under regulation 29.

Explanation: For the purpose of this regulation, Sender shall mean a Sender or Telemarketer, who has been allotted the telecom resource by the Access Provider, that has been used for making such communication, and against which the UCC complaint has been made.][27]

[27] Substituted by 3rd Amendment, 2026.

[25A. (1) The Authority may, from time to time, for the purpose of regulatory enforcement under these regulations, classify Senders into different categories based on the parameters including, but not limited to,—

(a) the importance of the entity to the economy or to a critical sector;
(b) the criticality of services being delivered to consumers;
(c) the nature and regulatory status of the entity;
(d) the scale and volume of operations;
(e) the extent and manner of usage of telecom resources; and
(f) the potential impact of suspension/ disconnection of telecom resources on consumers,

and may, specify differentiated criteria for initiation of action and differentiated sets of enforcement measures applicable to such categories of Senders for violations of these regulations.

(2) The Authority may, from time to time, for the purpose of ensuring effectiveness or consistency of the implementation of these regulations, may specify various operational measures as required under various provisions of these regulations;

(3) The Authority may, from time to time, publish in such form and manner as it considers appropriate, the details of the entities who have violated the provisions of the regulations.][28]

[28] Inserted by 3rd Amendment, 2026.

26. **Record keeping and reporting:**

(1) Every Access Provider shall maintain records of complaints, from its customers and received from Terminating Access Provider(s), against registered sender(s) for sending unsolicited commercial communications on daily basis for each service area and submit performance monitoring report to the Authority as and when required in a format as prescribed.

(2) Every Access Provider shall maintain records of complaints, from its customers and received from Terminating Access Provider(s), against unregistered sender(s) for sending unsolicited commercial communications on daily basis for each service area and submit performance monitoring report to the Authority as and when required in a format as prescribed.

[(2A) Every Access Provider shall maintain record of every alleged violation of the regulations, reported by its customers and shall also record reports of such alleged violations of the regulations received from the other Terminating Access Providers.][29]

(3) Every Access Provider shall submit to the Authority its compliance reports in respect of unsolicited commercial communications, complaints or reports from its customers in such manner and format, at such periodic intervals and within such time limits as may be specified by the Authority, from time to time, by an order or direction;

(4) The Authority may, from time to time, through audit conducted either by its officers or employees or through agency appointed by it, verify and assess the process followed by the Access Provider for registration and resolution of complaints, examination and investigation of the complaints and reporting to the Authority, implementation of UCC_Detect System and action taken thereof, different registration processes such as Sender registration, Telemarketer registration, Header registration, Content Template registration and other processes including preference registration process, scrubbing processes, Consent acquisition process and other processes followed by the Access Providers as per the relevant provisions of these regulations.

[(4A) For the purpose of audit of complaint handling process, the Terminating Access Providers and Originating Access Providers shall provide to the Authority such information, including CDRs of the relevant period, as the Authority may call for.][30]

(5) The Access Providers shall provide real-time access to the Authority to various processes and databases related to the activities being performed under these regulations and the directions issued by the Authority from time to time.

(6) The Access Providers shall publish the following information, in searchable format, on their websites, in the formats specified by the Authority –

(a) complete list of Message Headers along with the details of associated Senders across all the Access Providers;

(b) monthly summary about the UCC complaints received and action taken thereon;

(c) any other information, as may be specified by the Authority, from time to time:

Provided that the Authority may issue directions regarding manner and format for publishing the information.

[29] Inserted by 3rd Amendment, 2026.
[30] Inserted by 3rd Amendment, 2026.

27. [**Consequences of failure to take action against registered Senders or RTMs for sending Unsolicited commercial communications-][31]** (1) If an Access Provider fails [to take action against registered Senders or RTMs for sending Unsolicited commercial communications in accordance with the provisions of the regulations,][32] the Authority may impose financial disincentives on such Access Providers in each Licensed Service Area for each calendar month as under:-

(a) without prejudice to any penalty which may be imposed under its licence or under any Act for the time being in force, OAP shall be liable to pay, by way of financial disincentive, an amount of one thousand rupees per count of valid complaint that is declared invalid:

[Provided that where UCC has originated due to failure of the OAP to carry out scrubbing in accordance with the preference and consent of the customer, OAP shall be liable to pay, by way of financial disincentive, an amount of one thousand rupees per count of such valid complaints:

Provided further that where UCC has originated due to Headers and Content Templates registered by another Access Provider in violation of the regulation thereon and OAP has taken action against such UCC as per regulation 25 of these regulations, the financial disincentive as above shall be imposed on the Access Provider that has registered such Headers and Content Templates, instead of OAP.][33]

(b) if the Access Provider has not fulfilled its obligations as envisaged in the regulations in respect of Header registration function and Content Templates registration function, it shall, without prejudice to any penalty which may be imposed under the terms and conditions of its licence or under any Act for the time being in force, be liable to pay, by way of financial disincentive, an amount of five thousand rupees per count of registration found not to be in accordance with these regulations.

(c) if the Access Provider is found to have incorrectly decided the representation made by the Sender against the action taken by the access provider as per regulation 25 of these regulations, the access provider shall be held liable as follows:-

(i) for first such instance of incorrectly deciding the representation made by the sender, the Authority may issue warning to the Access Provider for not exercising due diligence in deciding such cases;

(ii) for second or subsequent instances of incorrectly deciding the representation made by the same sender, the Access Provider shall, without prejudice to any penalty which may be imposed under the terms and conditions of its licence or under any Act for the time being in force or any other provisions under these regulations, be liable to pay, by way of financial disincentive, an amount of ten thousand rupees per instance.

(d) if the Access Provider is found to have misreported the count of UCC for RTMs, it shall, without prejudice to any penalty which may be imposed under the terms and conditions of its licence or any other provisions under these regulations, be liable to pay, by way of financial disincentive, an amount of two lakhs rupees:

Provided that if the Access Provider is found to have misreported the count of UCC for RTMs consecutively in two or more subsequent months, the Access Provider shall be liable to pay, by way of financial disincentives, an amount of five lakhs rupees for the second consecutive misreporting and ten lakhs rupees for each consecutive misreporting occurring thereafter:

Provided further that no order for payment of any amount by way of financial disincentive shall

[31] Substituted by 3rd Amendment, 2026.
[32] Substituted by 3rd Amendment, 2026.
[33] Substituted by 3rd Amendment, 2026.

be made by the Authority, unless the concerned Access Provider has been given a reasonable opportunity to represent.

(2) The amount payable by way of financial disincentives under these regulations shall be remitted to such head of account as may be specified by the Authority.

(3) The Authority may impose no financial disincentive or a lower amount of financial disincentive than the amount payable as per the provisions in sub-regulation (1) of this regulation, or review the financial disincentives imposed, where it finds merit in the reasons furnished by the Access Provider.

28. **Consequences for failure to curb the Unsolicited Commercial Communications from unregistered Senders or UTMs. —** (1) If an Access Provider fails to take action against unregistered Senders or UTMs, as provided under these regulations, the Authority shall impose financial disincentives on such Access Providers in each Licensed Service Area per calendar month as under:-

(a) if the Access Provider fails to take action against the unregistered Senders in accordance with provisions in regulation 25 of these regulations, it shall, without prejudice to any penalty which may be imposed under the terms and conditions of its licence or under any Act for the time being in force, be liable to pay, by way of financial disincentive, an amount of five thousand rupees per instance;

(b) the Access Provider shall, without prejudice to any penalty which may be imposed under the terms and conditions of its licence or under any Act for the time being in force, be liable to pay, by way of financial disincentive, an amount of one thousand rupees per count of complaint that is declared invalid on unjustifiable grounds;

(c) if the Access Provider is found to have incorrectly decided the representation made by the Sender against the action taken by the access provider as per regulation 25 of these regulations, the access provider shall be held liable as follows:-

(i) for first such instance of incorrectly deciding the representation made by the sender, the Authority may issue warning to the Access Provider for not exercising due diligence in deciding such cases;

(ii) for second or subsequent instances of incorrectly deciding the representation made by the same sender, the access provider shall, without prejudice to any penalty which may be imposed under the terms and conditions of its licence or under any Act for the time being in force or any other provisions under these regulations, be liable to pay, by way of financial disincentive, an amount of Rupees ten thousand per instance;

(d) if the Access Provider is found to have misreported the count of UCC for UTMs, it shall, without prejudice to any penalty which may be imposed under the terms and conditions of its licence or any other provisions under these regulations, be liable to pay, by way of financial disincentive, an amount of two lakhs rupees:

Provided that if the Access Provider is found to have misreported the count of UCC for UTMs consecutively in two or more subsequent months, the Access Provider shall be liable to pay, by way of financial disincentives, an amount of five lakhs rupees for the second consecutive misreporting and ten lakhs rupees for each consecutive misreporting occurring thereafter:

Provided further that no order for payment of any amount by way of financial disincentive shall be made by the Authority, unless the concerned Access Provider has been given a reasonable opportunity of representing.

(2) The amount payable by way of financial disincentive under these regulations shall be remitted to such head of account as may be specified by the Authority.

(3) The Authority may impose no financial disincentive or a lower amount of financial disincentive than the amount payable as per the provisions of this regulation, or review the financial disincentives, where it finds merit in the reasons furnished by the Access Provider.

28A. **Maximum amount of financial disincentives. -** The total amount payable as financial disincentives under regulation 27 and regulation 28 together shall not exceed fifty lakhs rupees per calendar month per LSA.

29. [Representation by Senders or Telemarketers against the action taken by Access Providers.— The Authority may, on receipt of a representation from the Sender or Telemarketer, within sixty days of action taken against it by the Access Provider under regulation 25, if it considers expedient to do so, call for the relevant details from the Sender or Telemarketer and Access Providers, and upon examination, for reasons to be recorded,-

(a) if the Authority finds that conclusion of investigation by the Access Provider lacks adequate evidence against the Sender or Telemarketer, -

(i) it may direct the Access Providers to restore all telecom resources of the Sender or Telemarketer, subject to the feasibility, and delete the name and address of such Sender or Telemarketer from the blacklist;

(ii) may issue warning to the Access Provider for not exercising due diligence in deciding such cases;

(b) if the Authority finds that conclusion of the investigation conducted by the Access Provider is based on evidence, but the Sender or Telemarketer satisfies the Authority that it has taken reasonable steps to prevent the recurrence of such contravention, the Authority may by order direct the Access Providers to restore the telecom resources of the Sender or Telemarketer, partially or fully, subject to the feasibility; and delete the name and address of such Sender or Telemarketer from the blacklist, as the case may be, on payment of a restoration charge of rupees five thousand per resource to the Authority for restoration of all such telecom resources, subject to the condition that the total amount payable by the Sender or Telemarketer shall not exceed rupees five lakh:

Provided that in the case of PRI or SIP trunks, each DID number shall be treated as a separate telecom resource:

Provided further that while the Sender or Telemarketer may apply to the Authority for partial restoration of the telecom resources and removing the Sender or Telemarketer from the blacklist, the restoration charges payable by the Sender or Telemarketer under clause (b) of this sub-regulation shall not be less than half of the restoration charges calculated to restore all the telecom resources of the Sender or Telemarketer:

Provided also that the amount payable under clause (b) of this sub-regulation may be reduced or waived off by the Authority where it finds merit in the response furnished by the Sender or Telemarketer:

Provided that the Authority may, for reasons to be recorded in writing, consider the representation received from the Sender or Telemarketer after sixty days of action taken against it by the Access Provider under regulation 25:

Provided further that Authority may specify from time-to-time Standard Operating Procedures or issue directions or instructions detailing exact steps to be taken to decide such cases.][34]

MIGRATION OF EXISTING REGISTERED ENTITIES AND RECORDS

30. Access providers shall prepare migration plan for existing data, process and role being played at present by different entities to the new system of data, process and role of new entities prescribed in these regulations;

[34] Substituted by 3rd Amendment, 2026.

31. List of key activities (but not an exhaustive list) for preparation of migration plan, attached are as per schedule-VI;

CHAPTER-VII

MISCELLANEOUS

32. No business or legal entity not registered with the access provider for the purpose of sending commercial communications under these regulations shall make commercial communication or cause such message to be sent or voice call to be made or authorize the sending of such message or making of a voice call;

33. **Power to order or direct action against Senders or Telemarketers.-** (1)Where the Authority has reason to believe that any registered or unregistered Sender of Commercial Communications has contravened the provisions of these regulations and the Access Provider has not taken action against such Sender as provided under these regulations, the Authority may order or direct the Access Provider to take action against such Sender as per the provisions of the regulations.

(2) Where the Authority has reason to believe that any registered or unregistered Telemarketer has contravened the provisions of these regulations and the Access Provider has not taken action against such Telemarketer as provided under these regulations, the Authority may order or direct the Access Providers to take action against such Telemarketer as per the provisions of the regulations:

Provided that the Authority, before issuing such an order or direction, shall give a reasonable opportunity of representation to the Access Provider as to why action has not been taken by the Access Provider against such sender or telemarketer:

Provided further that the Sender or Telemarketer, as the case may be, may submit a representation to the Authority under regulation 29 against the action taken by the Access Provider."

34. Every Access Provider shall ensure, within six months' time, that all smart phone devices registered on its network support the permissions required for the functioning of such Apps as prescribed in the regulations 6(2)(e) and regulations 23(2)(d);

Provided that where such devices do not permit functioning of such Apps as prescribed in regulations 6(2)(e) and regulations 23(2)(d), Access Providers shall, on the order or direction of the Authority, derecognize such devices from their telecom networks.

Provided further that no order or direction of derecognition of devices shall be made by the Authority unless the concerned parties have been given a reasonable opportunity of representing against the contravention of regulations observed by the Authority.

[34A. **Prohibition on blocking of designated number series by Call Management Applications or similar services. —**

(1) No call management application or similar services that offers users a mechanism to report any UCC/ spam shall tag, block or filter incoming calls originating from any number series designated by the Authority or the Central Government for commercial and government communications, or treat such calls in any manner that is different from that applicable to genuine communication, or restrict or facilitate blanket tagging of such calls as spam or otherwise, conveying a similar meaning;

Provided that consumers shall have the freedom to filter or block any calls on their own devices, at their personal discretion for their own purpose, but such individual actions shall not affect the settings, preferences or experience of any other Recipient or customer as far as incoming calls from any number series designated for Commercial Communications or government communications are concerned.

(2) No call management app including phone diallers and third-party apps, shall offer the user of the app a mechanism to report any Unsolicited commercial communication under any name such as spam, junk, etc., which implies UCC, unless the call management application sends such report, to the DLT platform maintained by the Access Providers.

(3) In case, any call management application or similar service is found to be non-compliant with sub-regulations (1) and (2) of this regulation, the Authority may initiate action under the applicable laws for non-compliance.

Provided that no order for initiating action under sub-regulation (3) shall be made by the Authority, unless the concerned entity has been given a reasonable opportunity to represent.][35]

35. Terminating Access Provider (TAP) may charge Originating Access Provider (OAP) for Commercial communication messages as following: -

(1) Upto Rs. 0.05 (five paisa only) for each promotional SMS;

(2) Upto Rs. 0.05 (five paisa only) for each service SMS;

(3) Upto Rs. 0.05 (five paisa only) for each Transactional SMS;

[Provided that such charge shall not be more than the lowest tariff offered by the Terminating Access Provider to the Senders or the Telemarketers for whom it acts as the Originating Access Provider.]

Provided that there shall be no Service SMS charge on: -

(i) *any message transmitted [by or on behalf of][36] the Central Government or State Government;*

(ii) *any message transmitted [by or on behalf of][37] bodies established under the Constitution;* (iii) *any message transmitted by or on the directions of the Authority;*

(iv) *any message transmitted by any agency authorized by the Authority from time to time;*

[35] Substituted by 3rd Amendment, 2026.
[36] Substituted by 3rd Amendment, 2026.
[37] Substituted by 3rd Amendment, 2026.

[35A. The Terminating Access Provider (TAP) may charge the Originating Access Provider (OAP) upto Rs. 0.05 (five paisa only) per minute (on per minute pulse basis), for A2P calls:

Provided that such charge shall not be more than the lowest tariff offered by the Terminating Access Provider to the Senders or the Telemarketers for whom it acts as the Originating Access Provider:

Provided further that there shall be no such charge on -

(i) any A2P calls made using number resources assigned from 140xx, 1600xx, 1601xx or any other series designated by the Authority for Commercial Communications from time to time unless notified to the contrary by the Authority;

(ii) any A2P calls made by or on the directions of the Authority;

(iii) any A2P calls made by any agency authorized by the Authority from time to time.][38]

36. Authority may set up or permit to set up a Regulatory Sandbox for testing implementation of regulatory checks using DLT networks and other technological solutions complementing DLT network(s) and to operationalize such regulatory sandbox, the Authority may, by order or direction, specify the requisite processes.

37. Every Access Provider and International Long Distance Operators shall ensure that no international incoming SMS containing alphanumeric header or originating country code +91 is delivered through its network.

Provided that Authority may issue directions as it deems necessary to control bulk international messages from time to time.

38. Repeal and Saving. - Save as provided hereunder, The Telecom Commercial Communications Customer Preference Regulations, 2010 (6 of 2010) are hereby repealed. Notwithstanding the repeal of the Telecom Commercial Communications Customer Preference Regulations, 2010 (6 of 2010), -

(a) anything done, or any action taken or purported to have been done under the said regulations shall be deemed to have been done or taken under the corresponding provisions of these regulations;

(b) the provisions contained in regulations 2 to 13, 16 to 20, 21 and 22 of the Telecom Commercial Communications Customer Preference Regulations, 2010 (6 of 2010) shall remain in force until these regulations come into force in their entirety.

(Harinder Kumar)

Secretary

Note: The Explanatory Memorandum explains the objects and reasons of the Telecom Commercial Communications Customer Preference Regulations 2018.

[38] Inserted by 3rd Amendment, 2026.

Schedule-I

Action Items for preparing Code of Practice for Entity(ies) (CoP-Entities)

1. Entity Registration Functionality:

(1) All entities with associated functions, who will be carrying out given functions for effective control of Unsolicited Commercial Communications being delivered through them, shall be declared by each Access Provider on their websites;

(2) any individual, business entity or legal entity may carry out one or more functions while keeping all records and execution of functions separately against each activity for internal audit by the access provider to ensure the effectiveness of Unsolicited Commercial Communications control to meet regulatory outcomes specified in the regulations;

(3) each functional entity shall be given unique identity by the access provider(s) to be used to authenticate and track the events;

(4) The registration process of Sender and the Telemarketers by Access Providers shall include-

(a) physical verification of the entity;

(b) biometric authentication of the authorized person of the entity;

(c) linking of the entity with a unique mobile number:

Provided that the Authority may, from time to time, specify the manner of carrying out registration of such entities.

[Provided further that the Authority may, from time to time, specify any other manner of verification and authentication of the entities for the registration of Senders and Telemarketers by the Access Providers.][39]

2. Every Access Provider shall formulate structure and format for headers to be assigned Senders for the purpose of commercial communications via sending SMS or making voice calls to participants which shall include following: -

(1) SMS Header for sending Transactional SMS, Service SMS, Promotional SMS and Government SMS from 11-character alphanumeric string, or as directed by the Authority, which are not allocated or assigned by DoT for other purposes:

Provided that the type of Commercial Communication can be identified by Recipients from the Header structure or its format by suffixing "-P", "-S", "-T", and "-G" for Promotional, Service, Transactional, and Government Messages, respectively.

(2) Calling Line Identity for Senders making Promotional Voice Calls, Transactional Voice Calls and Service Voice Calls from 140-level numbering series or any other numbering series directed by the Authority/DoT;

3. Every Access Provider shall formulate Code of Practice for Entities (CoP-Entities) involved from registered sender(s) to recipient(s) and

(1) CoP-Entities shall include at least following entities: -

(a) Header Registrar;

(b) Consent Registrar;

(c) Consent Template Registrar;

(d) Content Template Registrar;

[39] Inserted by 3rd Amendment, 2026.

(e) Content Template Verifier;

(f) Telemarketer Functional Entity Registrar for various functions prescribed in the relevant

regulation(s);

(g) timeline(s) for implementation of the functionality referred in code of practice and operationalizing it;

(h) such other matters as the Authority may deem fit, from time to time;

(2) CoP-Entities shall also include at least following Distributed Ledger Nodes for the purpose of: -

(a) Header Register;

(b) Consent Register;

(c) Consent Template Register;

(d) Content Template Register;

(e) Content Template Verifier;

(f) Complaint Register;

(g) Preference Register;

(h) Telemarketer Scrubbing Function Register;

(i) Telemarketer Message Delivery Function Register;

(j) Telemarketer Voice Delivery Function Register;

(3) CoP-Entities shall include at least following: -

(a) implementation details for all functional entities;

(b) additional measures, as deemed fit by access provider(s), for functional entities required to ensure regulatory compliance;

(c) minimum standards of technical measures to effectively control the sending of unsolicited commercial electronic messages;

(d) technical mechanism to make available latest version of relevant and reliable data for an entity to carry out its desired function;

(e) such other matters as the Authority may deem fit, from time to time.

4. Every Access Provider shall carry out following functions: -

(1) Header Registration Function (HRF)

(a) assign header or Header root for SMS via Header Registration Functionality, on its own or through its agents, as per allocation and assignment principles and policies, to facilitate content provider or principal entity to get new headers;

(b) carry out pre-verifications of documents and credentials submitted by an individual, business entity or legal entity requesting for assigning of the header;

(c) bind with a mobile device and mobile number(s), in a secure and safe manner, which shall be used subsequently on regular intervals for logins to the sessions by the header assignee;

(d) carry out additional authentications in case of a request for headers to be issued to SEBI registered brokers or other entities specified by Authority by directions, orders or instructions issued from time to time;

(e) carry out additional authentications in case of a request for headers to be issued to government

entities, corporate(s) or well-known brands, including specific directions, orders or instructions, if any, issued from time to time by the Authority;

(f) carry out additional checks for look-alike headers which may mislead to a common recipient of commercial communication, it may also include proximity checks, similarity after substring swaps specifically in case of government entities, corporate(s), well-known brands while assigning headers irrespective of current assignments of such headers, and to follow specific directions, orders or instructions, if any, issued from time to time by the Authority;

(g) designate a separate executive specially for the purpose of carrying out approval of Header registration, after carrying out additional checks and scrutiny of the justification given by the registered Sender and recording it on the basis of the following parameters:-

(i) Number of Headers already allotted to the sender;

(ii) Number of Headers of the sender blacklisted by the Access Providers:

Provided that the Authority may specify any other parameters for this purpose from time to time;

(h) temporarily deactivate unused Headers i.e., Headers which have not been used to send Messages through any Access Provider for a period of ninety days, or such period as may be specified by the Authority, through an automated process and reactivate such Headers upon request of the Senders;

(i) immediately suspend the traffic from a Sender, when a Header is blacklisted by the OAP for sending commercial communications, in violation of the regulations. Traffic should be resumed only after review of all the registered Headers and registered Content Templates of the registered Sender by the respective registrars and findings are recorded, or seven days from suspension, whichever is earlier. Repeat violations shall result in blacklisting of the Sender across all the Access Providers for a minimum period of one year;

(2) Consent Registration Function (CRF)

(a) record consent via Customer Consent Acquisition Functionality on Consent Register, on its own or through its agents, to facilitate consent acquirers to record the consent taken from the customers in a robust manner which is immutable and non-repudiable and as specified by relevant regulations;

(b) Presenting content of consent acquisition template to the customer before taking consent;

(c) Taking agreement to the purpose of consent and details of sender;

(d) Authenticate customer giving the consent through OTP;

(e) record revocation of consent by the customer via revoke request in a robust manner which is immutable and non-repudiable and as specified by relevant regulations;

(f) record sufficient contact information, valid for at least 30 days, required to revoke consent and present it to recipient to enable them to submit request for revoking consent;

(g) allow a customer who has revoked his consent to opt-in again at his own will. However, the Sender shall be allowed to re-acquire consent of such customer only after ninety (90) days from the date of revoking consent or opting-out;

(h) ensure that short code 127xxx, or [any other code or SMS headers as specified by the Authority][40], shall be used by all Access Providers for sending consent [related messages][41];

(i) develop a SMS/IVR/Online facility to register the unwillingness of the customers to receive any consent seeking message initiated by any Principal Entity and that no consent seeking message shall

[40] Substituted by 3rd Amendment, 2026.
[41] Substituted by 3rd Amendment, 2026.

be delivered to such customers;

(j) ensure that the scope and the name of the Principal Entity/brand is mentioned clearly in the consent seeking message sent through the short code;

(k) ensure that the consent acquisition confirmation message to the customers shall also have information related to revocation of consent:

Provided that the Authority may specify any other manner of consent registration or revocation from time to time.

(3) Content Template Registration Function (CTRF)

(a) to check content of the template being offered for registration as a transactional template and service message template;

(b) to identify fixed and variable portion(s) of the content in the offered transactional template and service message template with identification of type of content for each portion of variable part of the content, e.g. date format, numeric format, name of recipient, amount with currency; reference number, transaction identity;

(c) to estimate the total length of variable portion, viz. total length of fixed portion for a typical transactional message, service message for offered template;

(d) to de-register template or temporarily suspend use of template;

(e) to generate one-way hash for fixed portion of content of template and ways to extract fixed portion and variable portion(s) from actual message for carrying out pre and post checks of actual content of actual message offered for delivery or already delivered;

(f) to check content of the template being offered for registration as a promotional from perspective of content category;

(g) assigning unique template identity to registered template of content;

(h) designate a separate executive specially for the purpose of carrying out approval of Content Template registration, after carrying out additional checks and scrutiny of the justification given by the registered Sender and recording it on the basis of the following parameters:-

(i) number of Content Templates already allotted to the sender;

(j) number of Content Templates of the sender blacklisted by the Access Providers:

Provided that the Authority may specify any other parameters for this purpose from time to time;

(i) temporarily deactivate unused Content Templates i.e., Content Templates which may not have been used to send messages through any Access Provider for a period of ninety days, or such period as may be specified by the Authority, through an automated process and reactivate such Content Templates upon request of the Senders;

(j) (k) allow, in special circumstances and on requisition with reasons and proper justification from Principal Entity, more than three variables in the Content Templates, with the condition that –

(i) after examining the sample message, reasons and proper justification for more variables shall be recorded by the competent authority designated by the Access Provider for this purpose and such authority shall be different from the Authority designated for the approval of Content Templates;

(ii) each variable in the message template should be pre-tagged for the purpose it is proposed to

be used and no information other than those defined in pre-tagging shall be included in the variables;

(iii) minimum thirty percent characters in the Content Template shall be fixed content;

(k) allow, where it is not possible to put the contents of a variable within the limit of thirty characters, more than one contiguous variable of the same type, after proper examination and justifications supported by sample message by the competent authority mention at clause j(i);

(l) to ensure that one Content Template is not linked with more than one Header.

(4) Scrubbing function (SF)

(a) to process scrubbing as defined, in a secure and safe manner, using preferences and consent of customer(s) and category of content;

(b) provide details about preferred time slots and types of days for delivery;

(c) take necessary measures to protect Preference Register and Consent Register data during scrubbing, e.g. by Generating virtual identities and tokens for each number for the messages and voice calls and not disclosing real identities to any other entity than authorized to know it;

(d) make available relevant details of scrubbed list to corresponding OAPs and TAPs for carrying out reverse mapping of virtual identities to real identities for further delivery;

(e) to identify and report probable instances of request received for scrubbing of list of phone numbers collected through harvesting software or instances of dictionary attack to relevant entities authorized to take action;

(f) process scrubbing of messages containing URLs/ APKs/ OTT links/ call back numbers, in a secure and safe manner, using, whitelisted data uploaded by the Senders:

Provided that the Sender has submitted an undertaking to the effect that the whitelisted URLs/ APKs/ OTT links are not malicious.

(5) Content Verification Function (CVF)

(a) to identify the content type and category of messages to be delivered or already delivered via an automated tool or utility software;

(6) Delivery Function for Messages with Telecom Resource Connectivity to Access Provider (DF)

(a) deliver messages to OAP, in a secure and safe manner, during specified time slots and types of days of delivery in accordance to the preferences of the customer(s);

(b) select OAP for particular customer(s) or messages and conveying to Scrubber for generating tokens for corresponding OAP to access information of list of messages which would be required to be delivered by it;

(7) Aggregation Function for Message to other Telemarketer for delivery function (AF)

(a) deliver messages to RTM having telecom resource connectivity with access provider(s), in a secure and safe manner;

(8) Voice Calling Function with Telecom Resource Connectivity (VCF)

(a) deliver voice calls to OAP, in a secure and safe manner, during specified time slots and types of days of delivery in accordance to the preferences of the customer(s);

(b) select OAP for particular customer(s) or voice calls and conveying selected OAPs to Scrubber for

generating tokens for corresponding OAP to access information of list of messages which would be required to be delivered by it;

5. Every Access Provider shall set up following functional entities or may delegate roles to perform following functions: -

(1) Header Registrar (HR) to

(a) establish and maintain header register as distributed ledger to keep headers, in a secure and safe manner, and make accessible relevant information for identifying the assignee at the time of request to carry out various functions, e.g. scrubbing function from the registered telemarketers for scrubbing, delivery function from telemarketer;

(b) carry out Header Registration Function;

(c) keep record of headers throughout its lifecycle, i.e. free for assignment, assigned to an entity, withdrawn, surrendered, re-assigned etc.;

(d) keep record of header(s), header root(s) reserved for specific purpose;

(e) synchronize records, in real time, among all header ledgers available with participating nodes in Header Registration Functionality in an immutable and non-repudiable manner;

(f) maintain with minimum performance requirements as specified;

(g) perform any other function and keep relevant details required for carrying out pre and post checks for regulatory compliance;

(2) Consent Registrar (CR) to

(a) establish and maintain consent register as distributed ledger to keep consent, in a secure and safe manner, and make accessible relevant data for scrubbing function to the registered telemarketers for scrubbing;

(b) establish Customer Consent Acquisition Facility (CCAF), to record recipient's consent to receive commercial communications from the sender or consent acquirer;

(c) establish Customer Consent Verification Facility (CCVF) for the purpose of facilitating:

(i) *customers to verify, modify, renew or revoke their consent in respect of commercial communications, and*

(ii) *Access Providers to verify the consent in case of complaint;*

(d) keep consent for each consent acquirer, in a manner that client data of entity is adequately protected;

(e) keep record of revocation of consent by the customer, whenever exercised, in an immutable and non-repudiable manner;

(f) synchronize records, in real time, among all consent ledgers available with participating nodes in Consent Acquisition Functionality in an immutable and non-repudiable manner;

(g) maintain with minimum performance requirements as specified;

(h) perform any other function and keep relevant details required for carrying out pre and post checks for regulatory compliance;

Provided that the Authority may specify any other roles for Consent Registrar functions from time to

time.

(3) Content Template Registrar (CTR) to

(a) carry out content template registration function;

(b) keep records of registered templates in immutable and non repudiable manner;

(c) maintain with minimum performance requirements as specified;

(d) perform any other function and keep relevant details required for carrying out pre and post checks for regulatory compliance;

(4) Content Format and Type Verifiers (CFTV) to

(a) carry out content verification;

(b) keep records with all relevant details for future references;

(5) Telemarketers for Scrubbing function (TM-SF) to

(a) carry out scrubbing;

(b) keep record of all numbers scrubbed for complaints resolution;

(c) maintain with minimum performance requirements as specified;

(d) perform any other function and keep relevant details required for carrying out pre and post checks for regulatory compliance;

(6) Telemarketers for Delivery Function of Messages with telecom resource connectivity to AP (TM-DF) to

(a) carry out delivery function

(b) insert its Unique identity with delivery processing reference number along with identity through which scrubbing was carried out;

(c) authenticate source of the messages submitted for delivery by header assignee or by aggregator and ensure their identity is part of content of message for traceability;

(d) maintain with minimum performance requirements as specified;

(e) perform any other function and keep other relevant details which may be required for carrying out pre and post checks for regulatory compliance;

(7) Telemarketers for Aggregation Function for messages to other Telemarketer for delivery function (TM-AF) to

(a) carry out aggregation function;

(b) keep record of all numbers aggregated for complaints resolution and traceability;

(c) authenticate source of the messages submitted for delivery by header assignee or by aggregator and ensure their identity is part of content of message for traceability;

(d) maintain with minimum performance requirements as specified;

(e) perform any other function and keep other relevant details which may be required for carrying out pre and post checks for regulatory compliance;

(8) Telemarketer for voice calling function with Telecom Resource Connectivity for voice calls to Access Provider (TM-VCF) to

(a) to carry out voice calling function;

(b) take necessary measures to protect Preference Register and Consent Register data during voice calling, e.g. using virtual identities to make voice calls on a secure Internet Protocol (IP) based Virtual Private Networks (VPN) with OAP and not disclosing real identities to any other entities than authorized to know it;

(c) take initiatives to enable calling name display (CNAM) based on Intelligent Network or ISDN based protocols, enhanced calling name (eCNAM) functionality as defined in 3GPP technical specifications TS 24.196 for providing services to terminating user with the name associated with the originating user and optionally delivering metadata about that originating user;

(d) maintain with minimum performance requirements as specified;

(e) perform any other function and keep other relevant details which may be required for carrying out pre and post checks for regulatory compliance;

6. Every Access Provider shall ensure that

(1) content of any commercial communication sent by the sender(s) shall be categorized and compared with the list of preference(s) of the recipient and/or purpose of consent given by the recipient to the sender for the purpose of scrubbing and for this purpose access provider shall ensure that

(a) any commercial communication through its network takes place only using registered content template(s) for transaction and/ or content template(s) for promotion;

(b) Unique Identity for registered template of content shall be assigned to the sender(s) at the time of registration of content template;

(d) Every Access Provider shall suffix relevant information required to revoke the consent to the text of promotional message;

(e) Content template shall be recorded on Distributed Ledger for Content Template (DL-CT) in an immutable and non repudiable manner;

(2) commercial communication is sent to the particular telephone number(s) in the target list of telephone numbers provided by the sender, to whom he wishes to send commercial communication only after scrubbing the target list and scrubbing includes

(a) verification of preference(s) by comparing the target telephone numbers, category of content with the list of telephone numbers and preference(s) of category of content by the target recipient customer in the Distributed Ledger for Preference (DL-Preference); and

(b) verification of consent(s) by comparing the target telephone number(s), category of content with the list of telephone numbers and consent(s) given by the recipient to the sender in the Distributed Ledger for Consent (DL-Consent); and

(c) verification of time band(s) by comparing the target telephone number(s), type of target time band for delivery with the list of telephone numbers and preference(s) of time band(s) of target recipient customer in Distributed Ledger for Preference (DL-Preference); and

(d) verification of type of day(s) by comparing the target telephone number(s), type of target day(s) for delivery with the list of telephone numbers and preference(s) of type of day(s) of target recipient customer in Distributed Ledger for Preference (DL-Preference);

(e) output of scrubbed list is a positive match of verifications in either of 2(a) or 2(b) as consent given by the recipient to the sender(s) shall override choice of preference(s) made by the recipient customer and positive match of verifications in 2(c) or 2(d);

7. Every Access Provider shall formulate: -

(1) Message Sequence Charts for messages with parameter details and time sequence to provide details about the process between two entities and action taken by particular entity;

(2) Flow Charts to provide details about the process between two entities and action taken;

SCHEDULE-II

Code of Practice for Process of registration, modification or deregistration of Preferences, recording consent and revocation of consent

1. [Registration or change of preference of Categories of content for Commercial Communications: -

(1) Customer can opt-out of any or all of the following Commercial Communications categories of content:

Commercial Communications Category to be blocked or opted out	***IVRS: Call to 1909 and press at prompt to block***	***SMS: Send SMS to 1909 following text***	***USSD: Dial USSD String***
Opting out of all Promotional Commercial Communications (CC)			
All Promotional CC Categories (to be blocked)	***50***	*BLOCK PROMO*	**1909*50#*
Opting Out of specific categories of promotional CC			
Banking/Insurance/Financial products/ credit cards,	*1*	*BLOCK 1*	**1909*1#*
Real Estate,	*2*	*BLOCK 2*	**1909*2#*
Education,	*3*	*BLOCK 3*	**1909*3#*
Health,	*4*	*BLOCK 4*	**1909*4#*
Consumer goods and automobiles,	*5*	*BLOCK 5*	**1909*5#*
Communication/Broadcasting/ Entertainment/IT,	*6*	*BLOCK 6*	**1909*6#*
Tourism and Leisure,	*7*	*BLOCK 7*	**1909*7#*
Food and Beverages,	*8*	*BLOCK 8*	**1909*8#*

Note-1: In case of communication with customer executive of Customer Care Centre of Access Provider, customer may communicate his/ her preferences to be registered;

Note-2: Confirmation and final status along with options exercised to be communicated to the customer;

Note-3: BLOCK PROMO option shall block only promotional types of Commercial Communications for all categories of content, mode, time band and day types but shall not block transaction and service type of Commercial Communications and Government Communications;

Note-4: At the time of commencement of the Telecom Commercial Communications Customer Preference (Third Amendment) Regulations, 2026, all preferences registered under FULLY BLOCK category shall be migrated to BLOCK PROMO category within fifteen days from the date of such commencement:

Provided that the Authority may, from time to time, add or remove number of categories, or sub-categories for content.";

(2) *Customer can opt-in for any or all of the following Commercial Communications categories of content:*

UCC Category to be unblocked or opted in	***IVRS: Call to 1909 and press at prompt to unblock***	***SMS to 1909 following text***	***USSD send***
All Promotional Categories (to be unblocked)	***90***	*UNBLOCK ALL*	**#1909*90#*
Opting in for specific categories			
Banking/Insurance/Financial products/ credit cards,	*91*	*UNBLOCK 91*	**#1909*91#*
Real Estate,	*92*	*UNBLOCK 92*	**#1909*92#*
Education,	*93*	*UNBLOCK 93*	**#1909*93#*
Health,	*94*	*UNBLOCK 94*	**#1909*94#*
Consumer goods and automobiles,	*95*	*UNBLOCK 95*	**#1909*95#*
Communication/Broadcasting/ Entertainment/IT,	*96*	*UNBLOCK 96*	**#1909*96#*
Tourism and Leisure,	*97*	*UNBLOCK 97*	**#1909*97#*
Food and Beverages;	*98*	*UNBLOCK 98*	**#1909*98#*

Note-1: In case of communication with customer executive of Customer Care Centre of Access Provider, customer may communicate his/ her preferences to be registered;

Note-2: Confirmation and final status, along with options exercised to be communicated to customer;

Note-3: UNBLOCK ALL option shall unblock all Promotional categories of content, mode, time band and day types with default options;

Note-4: UNBLOCK 51 shall stand deleted with effect from the sixteenth day from the date of commencement of the Telecom Commercial Communications Customer Preference (Third Amendment) Regulations, 2026:

Provided that the Authority may, from time to time, add or remove number of categories, or subcategories

for content;][42]

2. Registration of preference or change of preference of Mode for Commercial Communications:][43] -

(1) Customer can opt-out of any or all of following category(ies) of mode(s) of communication:

UCC Mode of Communication (Choices for Preference(s))	***IVRS: Call to 1909 and press at prompt to block***	***SMS: Send SMS to 1909 following text***	***USSD: Dial USSD String***
All Categories of Mode (to be blocked)	***10***	*BLOCK 10*	*1909*10#
(i) *Voice Call,*	*11*	*BLOCK 11*	*1909*11#
(ii) *SMS,*	*12*	BLOCK 12	*1909*12#
(iii) *Auto Dialer Call (With Pre-recorded Announcement),*	*13*	BLOCK 13	*1909*13#
(iv) *Auto Dialer Call (With Connectivity to live agent),*	*14*	BLOCK 14	*1909*14#
(v) *Robo-Calls,*	*15*	BLOCK 15	*1909*15#

Note-1: In case of communication with customer executive of Customer Care Centre of access provider, preference to opt-out may be communicated;

Note-2: Customer to be communicated with confirmation and final status along with options to unblock;

Note-3: BLOCK 10 option shall block all categories of modes except transactional type [and service type of][44] *commercial communications while saving the status of customer for categories of time band and day types;*

Provided that the Authority may, from time to time, add or remove number of category(ies), or sub category(ies) for mode;

(2) Customer can opt-in for any or all of following category(ies) of mode(s) of communication:

UCC Mode of Communication (Choices for Preference(s))	***IVRS: Call to 1909 and press at prompt to block***	***SMS: Send SMS to 1909 following text***	***USSD: Dial USSD String***
All Categories of Mode (to be unblocked)	***80***	*UNBLOCK 80*	*1909*80#
(i) *Voice Call,*	*81*	*UNBLOCK 81*	*1909*81#
(ii) *SMS,*	*82*	UNBLOCK 82	*1909*82#

[42] Substituted by 3rd Amendment, 2026.
[43] Substituted by 3rd Amendment, 2026.
[44] Substituted by 3rd Amendment, 2026.

(iii) *Auto Dialer Call (With Pre-recorded Announcement),*	*83*	UNBLOCK 83	*1909*83#
(iv) *Auto Dialer Call (With Connectivity to live agent),*	*84*	UNBLOCK 84	*1909*84#
(v) *Robo-Calls,*	*85*	UNBLOCK 85	*1909*85#

Note-1: In case of communication with customer executive of Customer Care Centre of access provider, preference to opt-in may be communicated;

Note-2: Customer to be communicated with confirmation and final status along with options to block;

Note-3: UNBLOCK 80 option shall restore all categories of modes for categories of time band and day types as per the previous status of customer when he exercised block option last time or as per the default options as the case maybe;

Provided that the Authority may, from time to time, add or remove number of category(ies), or sub category(ies) for modes;

3. Procedure for registration or change of preference of Time band(s) for Commercial Communications: -

(1) Customer can opt-out of any or all of following time bands for receiving of commercial communications:

UCC Time band for Communication (Choices for Preference(s))	***IVRS: Call to 1909 and press at prompt to block***	***SMS: Send SMS to 1909 following text***	***USSD: Dial USSD String***
All Time Bands (to be blocked)	***20***	*BLOCK 20*	*1909*20#
(i) *00:00 Hrs to 06:00 Hrs,*	*21*	*BLOCK 21*	*1909*11#
(ii) *06:00 Hrs to 08:00 Hrs,*	*22*	BLOCK 22	*1909*22#
(iii) *08:00 Hrs to 10:00 Hrs,*	*23*	BLOCK 23	*1909*23#
(iv) *10:00 Hrs to 12:00 Hrs,*	*24*	BLOCK 24	*1909*24#
(v) *12:00 Hrs to 14:00 Hrs,*	*25*	BLOCK 25	*1909*25#
(vi) *14:00 Hrs to 16:00 Hrs,*	***26***	BLOCK 26	*1909*26#
(vii) *16:00 Hrs to 18:00 Hrs,*	*27*	BLOCK 27	*1909*27#
(viii) *18:00 Hrs to 21:00 Hrs,*	*28*	BLOCK 28	*1909*28#
(ix) *21:00 Hrs to 24:00 Hrs,*	*29*	BLOCK 29	*1909*29#

Note-1: Time Bands (i), (ii), (iii) and (ix) shall be default OFF for all customers irrespective of the status of registration of customer i.e. for all customers including those who have not registered any type of preference(s), anytime unless customer has registered its preference(s) and switched ON;

Note-2: In case of communication with customer executive of Customer Care Centre of access provider, preference to opt-out may be communicated;

Note-3: Customer to be communicated with confirmation and final status along with options to unblock;

[Note-4: BLOCK 20 option shall block all categories of modes while saving current status of customer for categories of content, time band and day types. However, transactional type and service type of

Commercial Communications shall not be blocked during any time band:][45]

Provided that the Authority may, from time to time, add or remove number of category(ies), or sub category(ies) for time band;

(2) Customer can opt-in for any or all of following time band(s):

UCC Time band for Communication (Choices for Preference(s))	***IVRS: Call to 1909 and press at prompt to block***	***SMS: Send SMS to 1909 following text***	***USSD: Dial USSD String***
All Time Bands (to be unblocked)	***70***	*UNBLOCK 70*	*1909*70#
(i) *00:00 Hrs to 06:00 Hrs,*	*71*	*UNBLOCK 71*	*1909*71#
(ii) *06:00 Hrs to 08:00 Hrs,*	*72*	UNBLOCK 72	*1909*72#
(iii) *08:00 Hrs to 10:00 Hrs,*	*73*	UNBLOCK 73	*1909*73#
(iv) *10:00 Hrs to 12:00 Hrs,*	*74*	UNBLOCK 74	*1909*74#
(v) *12:00 Hrs to 14:00 Hrs,*	*75*	UNBLOCK 75	*1909*75#
(vi) *14:00 Hrs to 16:00 Hrs,*	***76***	UNBLOCK 76	*1909*76#
(vii) *16:00 Hrs to 18:00 Hrs,*	*77*	UNBLOCK 77	*1909*77#
(viii) *18:00 Hrs to 21:00 Hrs,*	*78*	UNBLOCK 78	*1909*78#
(ix) *21:00 Hrs to 24:00 Hrs,*	*79*	UNBLOCK 79	*1909*79#

Note-1: In case of communication with customer executive of Customer Care Centre of access provider, preference to opt-out may be communicated;

Note-2: Customer to be communicated with confirmation and final status along with options to block;

Note-3: UNBLOCK 70 shall restore all categories of time bands for the customer in which he was before he exercised option to block last time, if any, otherwise as per the default options;

Provided that the Authority may, from time to time, add or remove number of category(ies), or sub category(ies) for time band;

4. Procedure for registration or change of preference of Day Type(s) for Commercial Communications: -

(1) Customer can opt-out of any or all of following day type(s):

UCC Day Type(s) for receiving Communication (Choices for Preference(s))	***IVRS: Call to 1909 and press at prompt to block***	***SMS: Send SMS to 1909 following text***	***USSD: Dial USSD String***
All Day Type(s) (to be blocked)	***30***	*BLOCK 30*	*1909*30#
(i) *Monday*	*31*	*BLOCK 31*	*1909*31#
(ii) *Tuesday*	*32*	BLOCK 32	*1909*32#
(iii) *Wednesday*	*33*	BLOCK 33	*1909*33#

[45] Substituted by 3rd Amendment, 2026.

(iv) *Thursday*	*34*	BLOCK 34	*1909*34#
(v) *Friday*	*35*	BLOCK 35	*1909*35#
(vi) *Saturday*	*36*	BLOCK 36	*1909*36#
(vii) *Sunday*	*37*	BLOCK 37	*1909*37#
(viii) *Public Holiday and National Holiday*	*38*	BLOCK 38	*1909*38#

Note-1: Time Bands (i), (ii), (iii) and (ix) shall be default OFF for all customers irrespective of the status of registration of customer i.e. for all customers including those who have not registered any type of preference(s), anytime unless customer has registered its preference(s) and switched ON;

Note-2: In case of communication with customer executive of Customer Care Centre of access provider, preference to opt-in may be communicated;

Note-3: Customer to be communicated with confirmation and final status along with options to unblock;

[Note-4: BLOCK 30 option shall block all categories of types of days while saving the status of customer for categories of time band and day types. However, transactional type and service type of Commercial Communications shall not be blocked during any day type:][46]

Provided that the Authority may, from time to time, add or remove number of category(ies), or sub category(ies) for day type(s);

(2) Customer can opt-in for any or all of following day type(s):

Day Type(s) for receiving Commercial Communication (Choices for Preference(s))	***IVRS: Call to 1909 and press at prompt to block***	***SMS: Send SMS to 1909 following text***	***USSD: Dial USSD String***
All Day Type(s) (to be unblocked)	***60***	*UNBLOCK 60*	*1909*60#
(i) *Monday*	*61*	*UNBLOCK 61*	*1909*61#
(ii) *Tuesday*	*62*	UNBLOCK 62	*1909*62#
(iii) *Wednesday*	*63*	UNBLOCK 63	*1909*63#
(iv) *Thursday*	*64*	UNBLOCK 64	*1909*64#
(v) *Friday*	*65*	UNBLOCK 65	*1909*65#
(vi) *Saturday*	***66***	UNBLOCK 66	*1909*66#
(vii) *Sunday*	*67*	UNBLOCK 67	*1909*67#
(viii) *Public Holiday and National Holiday*	*68*	UNBLOCK 68	*1909*68#

Note-1: In case of communication with customer executive of Customer Care Centre of access provider, preference to opt-in may be communicated;

Note-2: Customer to be communicated with confirmation and final status along with options to block;

[46] Substituted by 3rd Amendment, 2026.

Note-3: UNBLOCK 60 shall restore all categories of types of day for the customer in which he was before he exercised option to block last time, if any, otherwise as per the default options;

Provided that the Authority may, from time to time, add or remove number of category(ies), or sub category(ies) for day type(s);

5. Recording preferences on Distributed Ledger for Preferences (DL-Preferences)

(1) Access Provider shall automate its internal systems and develop appropriate APIs to interact with DL-Preferences;

(2) Access Provider shall record preferences on DL-Preferences within 15 minutes for requests received from all modes;

(3) These revised preferences shall be available, in real time, for considerations by entities for scrubbing process for new list of telephone numbers under process, however, earlier messages or voice calls which have already been scrubbed and have validity may be delivered;

6. Every Access Provider shall establish, maintain and operate Distributed Ledger(s) for Preference (DL-Preference) with requisite functions, process and interfaces: -

(1) to record choices of preference(s) exercised by the customer in the Distribute Ledger for Preferences (DL-Preferences) in an immutable and non repudiable manner;

(2) to record, at least, following details of the customer who has registered its preference(s):

(a) telephone number in the international numbering format as referred in the National Numbering Plan;

(b) [Location Routing Number (LRN), as assigned by DoT to the Access Provider, of current serving network of the customer, and in case customer is being ported-in during Mobile Number Portability, the update in LRN of the new serving network to be done by the recipient Access Provider within twenty four hours of such porting into the new serving network through MNP process, in the manner as specified by Authority from time to time;][47]

(c) lifetime history, with date(s) and time stamp(s), of choices exercised by the customer for registering his preference(s) and subsequent changes to it made by the customer from time to time;

(d) changes in the subscription of telephone number, during the process of opening and closing of subscription;

(e) unique registration number issued at the time of registration of preference(s);

(3) to interact and exchange information with other relevant entities, responsible to carry out functions for regulatory compliance(s), in a safe and secure manner;

(4) to support any other functionalities as may be required to carry out functions for regulatory compliance(s);

Provided that whenever a telecom resource is surrendered or closed, all the preferences registered against that telecom resource shall be set to default on the DL- Preference.

[47] Substituted by 3rd Amendment, 2026.

7. Every Access Provider shall establish facility for revoking the consent by its customers and shall make necessary arrangements: -

(1) to receive request, from the customer, for revoking the consent, if any, given by the recipient to the sender or to the consent acquirer for the purpose of receiving a commercial communication message or voice call;

(2) to provide modes, free of cost, to the customer, as per his choice, to revoke consent either by: -

(i) sending SMS to short code 1909 with Label <Revoke> and <Sender ID> or to telephone number mentioned in the message or during the voice call received from the sender(s); or

(ii) calling on 1909 or number mentioned for revoking the consent during the voice call received from the sender(s); or

(iii) calling on customer care number; or

(iv) Interactive Voice Response System (IVRS); or

(v) Mobile app developed in this regard either by the Authority or by any other person or entity and approved by the Authority; or

(vi) Web portal with authentication through OTP; or

(vii) Any other means as may be notified by the Authority from time to time.

(3) to remove the recipient's contact information (telephone number to which the message was sent) from the consent record(s) corresponding to the sender for all purposes requiring explicit consent except in case specific purpose(s) is indicated by the customer during revocation of consent from the consent register within 1 business day;

(4) to duly acknowledge the customer's request to revoke the consent with unique reference number;

(5) to ensure that any person who receives request to revoke consent must not disclose the customer's personal information to others without his consent;

(6) to fetch details of the consent including its purpose(s), details about day and time when it was taken, and details about sender(s) or consent acquirer(s) who has or have taken the consent;

8. Every Access Provider shall establish, maintain and operate Distributed Ledger(s) for Consent (DL-Consent) with requisite functions, process and interfaces: -

(1) to record consent given by the customer to sender(s) or consent acquirer(s) in the Distribute Ledger for Consent (DL-Consent) in an immutable and non repudiable manner;

(2) to record, at least, following details of the consent: -

(a) telephone number of customer in international numbering format as referred in National Numbering Plan;

(b) Header of Sender(s) or Consent Acquirer(s) against which consent is taken;

(c) Day & Time when consent was taken;

(d) Validity period of consent;

(e) Type and purpose(s) of consent;

(3) to make consent data accessible for other entities in safe and secure manner;

(4) to keep record of revocation of consent by the customer with specific purpose(s), if any, in an immutable and non-repudiable manner;

(5) to interact and exchange information with other relevant entities, responsible to carry out functions for regulatory compliance(s), in a safe and secure manner;

(6) to support any other functionalities as may be required to carry out functions for regulatory compliance(s);

Provided that whenever a telecom resource is surrendered or closed, all the Consents registered against that telecom resource shall be revoked on the DL- Consent.

9. Every Access Provider shall specify: -

(1) Entity and process for generation of One Time Password (OTP) for different purposes and its validity period;

(2) Entity and process for verification of OTP received from the customer or for verification of entity carrying out activity under Code(s) of Practice for Entities;

10. Every Access Provider shall formulate: -

(1) Message Sequence Charts for messages with parameter details and time sequence to provide details about the process between two entities and action taken by particular entity;

(2) Flow Charts to provide details about the process between two entities and action taken;

SCHEDULE-III

List of Action items for Code of Practice for Complaint Handling (CoP-Complaints)

1. Every Access Provider shall formulate Code of Practice for Complaint handling (CoP-Complaints) and shall prescribe role, responsibilities of entities involved in examining, investigating and resolving complaints;

2. CoP-Complaints shall also include details about: -

   (1) Complaint registration through voice call

   (a) Procedure for a customer to make a call to 1909 for registering his complaint.

   (b) Procedure and role of the customer care executive to interact with the customer about the details like particulars of telemarketer, the telephone number from which the unsolicited commercial communication has originated the date, time and brief description of such unsolicited commercial communication.

   (c) Procedure and role of the customer care executive to register the customer complaint and acknowledge the complaint by providing a unique complaint number.

   (2) Complaint Registration through SMS

   (a) Format for making complaints in which a customer may register his complaint pertaining to receipt of unsolicited commercial communication.

   (b) Details to be provided by the complainant e.g. Unsolicited Commercial Communications with date on which it was received along with content of received message and in case of voice call, brief of content of communication etc.

   (3) Complaint registration through a mobile app

   (a) Functioning of intelligent and intuitive mobile app(s) for devices with different operating systems and helping customer to identify and report suspected sources of spam and also making use of it by the customer to make complaints;

   (b) Ways and means which can be used to enhance mobile App and other modes for the customer to help him to identify probable source of spam in an intelligent manner and offers to select source of messages and voice calls against which complaint is to be made;

   (c) Ways and means which can be used by the customer to compose complaint on behalf of recipient in a convenient manner and quickly;

   (d) App which helps user of app to keep track of complaints made earlier for the app user;

   (e) Ways and means to Increase adoption of App to quickly detect spam participate to actively report to lead to larger set of information helpful to curb menace of Unsolicited Commercial Communications;

   (f) the mobile app should display the options or hyperlinks for registration of UCC complaints and registration or modification of preferences and consents by customers such that it is easily visible at a prominent location without scrolling on the first view of Main or Home page;

   (g) the mobile app, wherever technically feasible, shall auto capture call logs and SMS details, along with its contents, after obtaining permission from the Subscriber and extract necessary details through it for complaint registration. If the Subscriber denies permission, the option to fill relevant details manually should be provided;

(h) the mobile app should have the option of uploading screenshot of call log and SMS content and registering complaint by extracting necessary details from it and it should be possible for the complainant to edit such extracted information before submission.

(4) Complaint registration through Web Portal

(a) Procedure for the customer to make complaints by visiting website of access provider and register his complaint.

(b) Procedure for filling form and design it for the purpose of filing complaint with all relevant details required to investigate complaint and take appropriate action;

(c) Procedure for authentication process to ensure that complaint is made by recipient;

(d) Procedure to generate and communicate Reference number to the customer which may be used to check status of complaint;

(e) the web portal should display the options or hyperlinks for registration of UCC complaints and registration or modification of preferences and consents by customers such that it is easily visible at a prominent location without scrolling on the first view of Main or Home page;

(f) the web portal should have the option of uploading screenshot of call log and SMS content and registering complaint by extracting necessary details from it and it should be possible for the complainant to edit such extracted information before submission.

(5) Complaint registration through e-mail

(a) procedure for the customer to make complaints by sending an e-mail to the designated e-mail Id of the Access Provider;

(b) format for making complaints pertaining to receipt of Unsolicited Commercial Communication;

(c) details to be provided by the complainant e.g., Unsolicited Commercial Communications with date on which it was received, content of received message or brief of content of communication;

(d) procedure for providing complaint in prescribed format immediately to the complainant through return mail if the complainant has not submitted the complaint as per the prescribed format.

3. Every Access Provider shall formulate: -

(1) Message Sequence Charts for messages with parameter details and time sequence to provide details about the process between two entities and action taken by particular entity;

(2) Flow Charts to provide details about the process between two entities and action taken;

Schedule-IV

Action Items for preparing Code of Practice for Unsolicited Commercial Communications Detection (CoP-UCC_Detect)

1. Every Access Provider shall establish, maintain and operate following system, functions and processes to detect sender(s) who are sending Unsolicited Commercial Communications in bulk and not complying with the regulation(s), and act to curb such activities: -

(1) System which have intelligence at least following functionalities: -

(a) identifying sender(s) on basis of signature(s);

(b) deploying honeypot(s) and using information collected by it;

(c) evolving signature(s) by learning over time;

(d) real-time sharing of UCC_Detect data and insights with other Access Providers over DLT, or as specified by the Authority, thereby, fostering industry-wide collaboration to enhance collective ability of the industry to detect, curb and prevent UCC;

(e) considering inputs available from DL-Complaints about complaints and reports and analyze them;

(f) considering inputs available, if any, from any other network element(s) of the access provider system(s);

(g) Identifying Senders based on the following signals or triggers parameters and treat such Senders as suspected UTMs:-

(i) any Sender exceeding prescribed threshold number of calls, shall be observed for any of the following signals or triggers parameters as specified by the Authority from time to time:-

(a) Call Recipient diversity (diversity in B-numbers) exceeding the prescribed threshold in a day;

Explanation: Diversity in B-numbers here refers to the distinct or unique call Recipients (called party numbers) associated with the outgoing calls of the Sender;

(b) average call duration to call Recipients in a day is less than the prescribed duration;

(c) ratio of incoming calls to outgoing calls in a day is less than the prescribed ratio;

(d) any other signals or triggers parameters specified by the Authority from time to time;

(ii) any Sender exceeding prescribed threshold number of outgoing SMS in a day, shall be observed for any of the following signals/triggers parameters as specified by the Authority from time to time:-

(a) SMS Recipient diversity exceeding the prescribed threshold in a day;

Explanation: SMS Recipient diversity refers to the number of distinct SMS Recipients associated with the outgoing SMS of the Sender;

(b) ratio of incoming to outgoing SMS in a day is less than the prescribed ratio;

(c) any other signals/triggers parameters specified by the Authority from time to time;

(iii) all mobile numbers (MSISDN) associated with a device on which 4 or more mobile numbers, or any such number as specified by the Authority from time to time, have been used within a month;

(h) deploying methods to detect the misuse of robotic calls, auto dialer calls or pre-recorded announcements, SIM Farm/SIM box type usage, etc.;

(i) use of advanced and reliable Artificial Intelligence (AI) and Machine Learning (ML) based technological solutions for proactive UCC detection, prevention and monitoring.

(2) provide ways and means for resolving complaint(s) by sharing information related to telephone number(s) of sender(s) against which complaint is made;

(3) every Access Provider shall deploy one honeypot in a Licensed Service Area for every five hundred (500) complaints registered in the previous calendar year subject to a minimum of ten (10) honeypots in each Licensed Service Area, or any such numbers as may be specified by the Authority from time to time, for logging the spam messages and recording voice calls. The Access Provider shall analyse the messages and calls recorded/logged by such honeypots once in every month, covering all such messages and calls recorded/logged since the date of last analysis done and prepare the list of suspected UTMs;

(4) [Access Providers shall, through SMS or email, intimate the Senders detected above that they have been identified as suspected UCC Senders with high probability of being engaged in sending UCC and that they must refrain from sending UCC, failing which action may be taken against them under the provisions of the regulations.][48]

2. Every Access Provider shall formulate codes of practice (CoP-UCC_Detect) for system, functions and process prescribed as following: -

(1) implementation details for detecting Unsolicited Commercial Communications related to suspicious unregistered telemarketing activity using Signature solution, deploying honeypots and other technical measures;

(2) minimum standards of technical measures to share intelligence information, rules, criteria to detect suspected sources of spam;

(3) approaches to detect and identify unregistered Unsolicited Commercial Communications sender(s), who are camouflaging themselves by fragmenting their activity across multiple phone numbers;

(4) approaches for deployment of honeypots to capture Unsolicited Commercial Communications voice call(s);

(5) approaches to detect and identify source(s) of dictionary attacks;

(6) timeline(s) for implementation of the functionality referred in code of practice and operationalizing it;

(7) such other matters as the Authority may deem fit, from time to time.

3. Report of entities found to be engaged in making or causing to make silent calls, robocalls, abandoned calls or using telephone directory harvesting software to make Unsolicited Commercial Communications, as and when came to notice of the access provider, or as provided for in the regulations for the registered sender(s) with the access providers, on basis of following criteria: -

(j) Ratio of Abandon Calls to total attempted calls for a registered entity exceeding 3% over a period of 24 Hours by an entity using Auto Dialer for Commercial Communications calls;

[48] Substituted by 3rd Amendment, 2026.

(k) Ratio of Silent Calls to total attempted calls for a registered entity exceeding 1% over a period of 24 hour by an entity using Auto Dialer for Commercial Communications Calls;

(l) Entity(ies) found to be using telephone number harvesting software for sending Unsolicited Commercial Communications are barred to use their network;

4. each Access Provider shall, in order to ensure the security and integrity of UCC_Detect data, --

(i) ensure that the data generated through these systems and platforms shall only be used for the purposes provided under these regulations and the directions issued thereunder, and it shall not be possible to download or share the data generated through these systems and platforms or process it through any other platforms/ devices;

(ii) ensure that strict access control shall be adhered wherein only authorized person/agencies, after obtaining prior approval from the Government, or TRAI, or any entity empowered by the Government or TRAI in this behalf, shall be permitted to access the system, and logs in respect of access shall be maintained;

(iii) ensure that the activity logs and system trails shall be maintained online for a minimum period of two years or as prescribed by the Government, or specified by TRAI, from time to time;

(iv) create a trusted execution environment for development of their platforms and systems with necessary requisite security features as may be notified by the Government, or TRAI, or entity empowered by the Government or TRAI in that behalf, from time to time;

(v) ensure compliance with the necessary certification process as provided by the Government, or TRAI, through a security auditor empanelled or appointed by the Government, or TRAI, or its designated agencies such as CERT-IN/ Ministry of Electronics & Information Technology;

(vi) facilitate regular system audit by the Government or TRAI, or any entity empowered by the Government or TRAI, including agencies authorized by the Government or TRAI or the entities empowered by the Government in this behalf;

(vii) put in place adequate and effective internal checks to ensure that unauthorized use of AI/ML systems does not take place and utmost care and precaution is taken in the use of these systems to ensure the safety and security of the Subscriber data as per the Indian Telegraph Act, 1885 or the Telecommunications Act or any other Act for the time being in force.

Schedule-V

Action Items for preparing Code of Practice for Periodic Monthly Reporting (CoP-PMR)

1. Maintaining records of complaints on daily basis for each service area: -

   (a) total number of complaints received on each day, from its customers as Terminating Access Provider, in each service area, against any registered sender;

   (b) total number of complaints transferred on each day, to Originating Access Provider(s) including itself, in each service area, against any registered sender;

   (c) total number of complaints to be resolved as an Originating Access Provider, according to the date of receipt of complaints;

   (d) total number of complaints rejected on account of insufficient details for further examination, according to the date of receipt of complaint;

   (e) total number of complaints to be resolved as an Originating Access Provider, according to the date of occurrence of unsolicited commercial communication;

   (f) total number of senders against whom complaints were reported under clause (c);

   (g) total number of complaints out of reported complaints under clause (f), after completion of investigation, found to be valid complaint(s);

   (h) total number of senders out of reported senders under clause (f), found to be non-compliant as per the provisions provided for in these regulations or Code(s) of Practice;

   (i) total number of senders out of reported senders under clause (h), who were put under restricted limits of usage provided for in Code(s) of Practice, as an interim measure to control unsolicited commercial communications during the investigation phase;

   (j) numbers of commercial communications sent by each sender, reported under clause(i);

   (k) total number of entities other than sender(s), after completion of investigation, found to be not compliant to the provisions provided for in these regulations or Code(s) of Practice and actions taken against them;

   (l) report total number of complaints on a day, for any sender, reported under clause(h);

   (m) maintain Sender-wise record of complaints in the format specified by the Authority from time to time and make it available to the Authority, as and when directed by the Authority.

2. Maintain records of complaints, from its customers and received from Terminating Access Provider(s), against unregistered sender(s) for sending unsolicited commercial communications on daily basis for each service area: -

   (a) total number of complaints received on each day, from its customers as Terminating Access Provider, in each service area, against any unregistered sender;

   (b) total number of complaints transferred on each day, to Originating Access Provider(s) including itself, in each service area, against any unregistered sender;

   (c) total number of complaints to be resolved as an Originating Access Provider, according to the date of receipt of complaints;

   (d) total number of complaints rejected on account of insufficient details for further examination,

according to the date of receipt of complaint;

(e) total number of complaints to be resolved as an Originating Access Provider, according to the date of occurrence of unsolicited commercial communication;

(f) total number of senders against whom complaints were reported under clause (e);

(g) total number of complaints out of reported complaints under clause(e), after completion of investigation, found to be valid complaint(s);

(h) total number of senders, under clause(f) against whom complaints were found to be valid;

(i) total number of Senders out of reported Senders under clause (h) against whom action has been taken under regulation 25;

(j) breakup of total number of Senders out of reported Senders under clause (h) against whom action has been taken under regulation 25 for different time-periods, in the manner and format specified by the Authority from time to time;

(k) numbers of commercial communications sent by each sender, reported under clause(h);

(l) total number of outgoing communications made by the sender(s), reported under clause(f) and exceeding the restriction limits from the deemed date of imposition of such restrictions;

(m) record of Senders for all the complaints such as, name of Sender, category of Sender (individual/ Enterprise), address and other relevant details to uniquely identify the Sender.

Schedule-VI

List of key activities (but not an exhaustive list) for preparation of migration plan

(1) Introducing Distributed Ledger (DL) for registration of entities (DL-Entities);

(a) To register entities declared by access provider or access provider(s) together for various functions and registers like

(i) *Header Register;*

(ii) *Consent Register;*

(iii) *Consent Template Register;*

(iv) *Content Template Register;*

(v) *Content Template Verifier;*

(vi) *Complaint Register;*

(vii) *Preference Register;*

(viii) *Telemarketer Scrubbing Function Register;*

(ix) *Telemarketer Message Delivery Function Register;*

(x) *Telemarketer Voice Delivery Function Register;*

(b) Deadline(s) for registering entities with DL-Entities

(i) *Header Register;*

(ii) *Consent Register;*

(iii) *Consent Template Register;*

(iv) *Content Template Register;*

(v) *Content Template Verifier;*

(vi) *Complaint Register;*

(vii) *Preference Register;*

(viii) *At least one entity for Telemarketer Scrubbing Function;*

(ix) *At least one entity for Telemarketer Message Delivery Function Register;*

(x) *At least one entity for Telemarketer Voice Delivery Function Register;*

(2) Registration of existing assignee of Headers with Header Registrar;

(a) stop assigning headers without verification of identity and scope of senders;

(b) register existing assignee of headers after verification of identity and scope documents of Unsolicited Commercial Communications sender(s) and bind to phone number(s);

(c) assign or reassign current owner of header(s) considering at least following: -

(i) *Whether headeris not assigned to any other sender(s);*

(ii) *Whether header is matching with brand name of a company;*

(iii) *Whether header is look alike with other popular header(s) and may mislead recipients;*

(iv) *Any other reason or fact which is important to consider before assigning header;*

(d) use temporary header(s), during migration phase, for all earlier assigned headers;

(e) fixing deadline for working of temporary headers;

(3) Start assigning new headers

(a) assign headers after due diligence, verification of identity and scope documents of Unsolicited Commercial Communications sender(s) and bind to phone number(s);

(b) consider reason(s) and fact(s) which are important to be considered before assigning headers and do not mislead recipients;

(c) consider headers which may be required to be reserved for central and state government entities and also for statutory bodies;

(4) Develop mobile app for devices which may be required for senders during login to sessions for various activities like scrubbing, submission of messages to delivery, making voice calls etc.;

(5) Introduce telemarketer with scrubbing function, separate from telemarketer with delivery function

(6) Scrubbing envisaged in final form to be achieved in phased manner

(i) *Initially, using data from existing register for customers' preferences;*

(ii) *subsequently, using records of DL-Preferences;*

(iii) *then using records of DL for Header Register;*

(iv) *then introducing virtual identities and tokens among entities to access real identities;*

(v) *then using records of DL for consent;*

(7) Introduce DL for Complaints;

(8) Register existing consents on Consent Register;

(a) Register existing consents with consent registrar in robust manner to make it non-repudiable;

(b) stop taking consent not in accordance to these regulations;

(c) fix deadline for expiry of consent not registered with consent registrar;

(9) Register new consents on consent register as prescribed in relevant regulations or schedule or directions

(a) Develop Application Programme Interfaces (APIs) for Senders to recording consent with user agent or application client available on a mobile device or enterprise system;

(b) Broadening of installation and active base of consent acquisition application client;

(10) Make consent system ready to become part of scrubbing for all cases;

(11) Migration of existing registers with TRAI;

(a) Migrate NCPR data to DL-Preferences and have observer node for TRAI;

(b) Migrate Telemarketer registration module data of National Telemarketer Register (NTR) to DL-Entities and have observer node for TRAI;

(c) Migrate complaint module data to DL-Complaints and have observer node for TRAI;

(12) Introduce observer node of DL-Consents and observer nodes of rest of registers envisaged in the relevant regulations;

(13) Enhance signature solution capabilities and exchange intelligence information, rule, criteria and other relevant information among access providers to detect and identify suspicious Unregistered

Telemarketing Activities more effectively and efficiently;

(14) Deploy honeypots to detect and identify suspicious Unsolicited Commercial Communications Voice calls by capturing relevant information