

Information Note to the Press (Press Release No. 42/2023)

For Immediate Release

Telecom Regulatory Authority of India

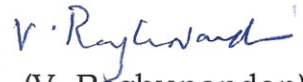
TRAI issues Directions to Access Providers to stop misuse of Message Templates, under TCCCPR-2018

New Delhi, 12th May 2023 - Unsolicited Commercial Communication (UCC) is a major source of inconvenience to the public and impinges on the privacy of individuals and TRAI has been taking various steps to curb it. Today, TRAI has issued a Direction to stop misuse of Message Templates, under Telecom Commercial Communication Customer Preference Regulations, 2018 (TCCCPR-2018). This is in continuation of its earlier Direction dated 16th February 2023 to stop misuse of Headers and Message Templates.

2. TRAI has directed all the Access Providers that the use of more than three variable parts in the contents shall be permitted only with proper justification and additional checks. TRAI has mandated that Access Providers shall have to designate a separate approving authority for such content templates. Each variable part needs to be pre-tagged for the purpose it is proposed to be used and minimum thirty percentage of message should comprise of fixed part so that intent of the original message, for which the content template was approved, is not changed by the intermediaries. It has also been decided that only whitelisted URLs/Apks/OTT links/call back numbers shall be allowed in the content template.

3. All the Telecom Service Providers have been directed to furnish compliance report of the above direction within forty-five days.

4. For any clarification/information Shri Jaipal Singh Tomar, Advisor (QoS) TRAI may be contacted at Tel. No. 011-23230404.


(V. Raghunandan)
Secretary, TRAI