

Information Note to the Press (Press Release No. 60/2024)

For Immediate Release


Telecom Regulatory Authority of India

TRAI accepts the request of the Access providers and Extends Deadline for Whitelisting Direction under Telecom Commercial Communications Customer Preference Regulations, 2018 (6 of 2018)

New Delhi, 30th August 2024 – In response to the requests by the Access Providers for additional time, the Telecom Regulatory Authority of India (TRAI) has granted a one-month extension to Access Providers to comply with its Direction issued on August 20, 2024, regarding the whitelisting of URLs/ APKs/ OTT links.

The revised Direction mandates that all Access Providers ensure that traffic containing URLs/ APKs/ OTT links, which are not whitelisted, is not permitted with effect from October 1, 2024. This step aims to curb the misuse of Headers and Content Templates, ensuring a more secure and efficient telecom ecosystem. Further, in consideration of the issues brought out by Access Providers, the revised timeline for implementing call back numbers will be fixed separately.

TRAI has directed all Access Providers to furnish to the Authority an updated status on action taken within fifteen days and a compliance report within thirty days from date of issue of this Direction.


(Atul Kumar Chaudhary) 30/08/24

Secretary, TRAI