

Fwd: Comments on Consultation paper - Dated August 28th 2024.- ICICI Prudential Mutual fund (Asset Management Company)

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==== Forwarded message =====

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Subject: Comments on Consultation paper - Dated August 28th 2024.- ICICI Prudential Mutual fund (Asset Management Company)

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Dear Sir/Madam,

This is with reference to Consultation Paper on Review of the Telecom Commercial Communications Customer Preference Regulations, 2018 on August 28th, 2024 wherein TRAI has sought comments on the issues faced by the industry players.

Based on review of TRAI guidelines and consultation paper, please find below:

[Challenges in implementation of 140xxx/160xxxx numbering series on DLT platform and Whitelisting of URLs/ APKs/ OTT links/ Call back numbers:](#)

- As per feedback received from service provider (Tele-Marketer), implementation of 140 series is very difficult. The same is based on the numbering pattern suggested this can be at maximum 10,000 numbers in any location. These numbers will be grossly limited and will only further impact certain large companies who are happy to comply but get burdened due to shifting systems and processes here.
- Most of the telemarketing and promotional calls today are due to SMEs and small companies that are using normal Mobile Phones to make calls. This is also there in the consultation paper. The method of 140 / 160 will no way stop them but instead makes compliance even more difficult for companies that are already regulated.
- Response rate of 140 calls is very low. If investor has asked for a call (verified lead) then 140 series should not be required as we are 'responding' to investor query and not cold calling.
- Use of 160 series for service and transactional calls – We are in discussion with our service provider for acquiring 160 series number. However, awaiting documentation & clarification from the service provider to take this ahead. We are given to understand that the service providers are also waiting for further clarity on the process, across industry.
- We have already initiated the process of whitelisting of URLs/APKs/OTT links/Call back numbers on DLT Platform. However we are facing following challenges in whitelisting the fields:
 - a) DLT portals of service providers are not responsive & not allowing submission of our request of whitelisting requests (URLs)

- b) URLs are getting rejected by DLT Service providers without any valid reason / clarification. Hence unsure how to move ahead with these urls which are required to be included in our communications.
- c) No response received from the service providers when query raised with them for clarification.

Challenges in Digital Consent Acquisition (DCA) facility:

- Digital Consent Acquisition - cost of consent management is too high. Where investor is not registered in DND, DCA should not apply as managing Digital Consent is very expensive
- The definition of Transactional message/calling is very narrow. It is defined as a message triggered by a transaction performed by the Subscriber, who is also the Sender's customer, provided such a message is sent within thirty minutes of the transaction being performed and is directly related to it.
- The present bifurcation of messages/calls into transactional, service messages based on inferred consent and service messages/calling based on explicit consent is a bit complex and requires better clarity.
- For following service calls, illustrative list where explicit consent should not be mandatory:
 - a) If we are calling our existing investor for updating on investment lifecycle events (investment is a long term journey and investors will miss out on investment goals if they are not reminded about such events) it should not require DCA
 - b) When we are calling to help investors in an incomplete or rejected transaction it should not require DCA (we are not calling to sell – customer has already initiated the transaction)
 - c) Relationship Manager (RM) calling – should not need DCA
 - d) Calling on leads where investor / prospects explicitly verify their number with OTP and request a call the DCA process should not be mandatory as it lengthens the entire process and the investors may lose interest in the investment.

We tried updating our comments on TRAI website but the website was seeking USER id and password which we as an Organisation never created as it was never required.

Thanks & Regards,

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