

**Fwd: Submission of Industry Comments on Draft Telecom Commercial Communications Customer Preference (Third Amendment) Regulations, 2026**

yashika.goplani &lt;yashika.goplani@traf.gov.in &gt;

rajesh Kumar &lt;rk.vatsa73@traf.gov.in &gt;

Mon, 20 Apr 2026 11:18:29 AM +0530

To "ASHOK KUMAR"<jtadv2-qos2@traf.gov.in>,"Sanjay Kumar"<jtadv-qos2@traf.gov.in>,"Jitender Yadav"<jitender.y@traf.gov.in>,"Yashika Goplani"<yashika.goplani@traf.gov.in>

Cc "advqos2"<advqos2@gmail.com>

==== Forwarded message =====

From: Kavita Nair &lt;kavita.nair@cii.in&gt;

To: "advqos@traf.gov.in"&lt;advqos@traf.gov.in&gt;

Cc: "ASHOK KUMAR"&lt;jtadv2-qos2@traf.gov.in&gt;,"Sagar Raj Upadhyay"&lt;sagar.upadhyay@cii.in&gt;,"Ved Prakash Singh"&lt;vedp.singh@cii.in&gt;

Date: Mon, 20 Apr 2026 11:01:06 +0530

Subject: Submission of Industry Comments on Draft Telecom Commercial Communications Customer Preference (Third Amendment) Regulations, 2026

==== Forwarded message =====

**Shri Deepak Sharma,**

Advisor (QoS-2),

Telecom Regulatory Authority of India,

World Trade Centre, Nauroji Nagar,

Safdarjung Enclave

**New Delhi-110029****Dear Shri Sharma,**

We thank the Telecom Regulatory Authority of India (TRAI) for inviting stakeholder comments on the Draft Telecom Commercial Communications Customer Preference (Third Amendment) Regulations, 2026.

In this regard, we are pleased to submit the **comments and suggestions** from our **industry members**, enclosed herewith for your kind consideration. The submission provides our views on the proposed amendments and highlights certain implementation-related aspects, with the objective of strengthening the regulatory framework for effective control of Unsolicited Commercial Communications (UCC) while ensuring practicality and ease of compliance.

We trust that the enclosed submission will receive due consideration during the finalization of the Regulations.

Thanking you and best regards,

Kind regards

Kavita

**Kavita Nair**

Senior Director

CII Digital (IT -ITES, AI, Telecom, Digital Transformation)

Confederation of Indian Industry (CII)

249F, Sector 18, Udyog Vihar, Ph IV  
Gurugram, Haryana - 122015, India.  
Ph : 0124-4014060 - 64  
Website : [www.cii.in](http://www.cii.in)

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### 1 Attachment(s)

Industry Input on Draft TCCCP...  
20.9 KB

## **Industry Comments on the Draft Telecom Commercial Communications Customer Preference (Third Amendment) Regulations, 2026.**

### **Background:**

TRAI has released CP on Draft Telecom Commercial Communications Customer Preference (Third Amendment) Regulations, 2026.

### **Proposed Approach**

#### **1. Deterrent Charges on Commercial Voice Calls including A2P Calls**

- Commercial calls include A2P voice calls, primarily used for bulk commercial communication, are increasingly being exploited for unsolicited commercial communication (UCC) due to the absence of any deterrent charging mechanism. This has made voice a low-cost and convenient channel for spammers and fraudsters.
- In light of the continued misuse of telecom resources, there is a clear need to introduce an economic disincentive to curb such activities.
- To create an effective deterrent against unsolicited and high-volume commercial calling, it is proposed that a termination charge be levied on all commercial voice calls, including A2P calls, on lines similar to the existing termination charge (up to 5 paise) applicable to commercial SMS. While a limited exemption may be considered for calls made on behalf of Government and other duly authorized agencies, such exemptions should be narrowly defined and carefully administered to prevent In view of the above, TRAI should introduce termination charges on A2P voice calls to address the growing misuse of automated calling for spam.
- Additionally, the existing charging framework places cost only on successful call connections, not on call attempts.
- A calibrated shift towards attempt-based charging, wherein costs are linked to call initiation attempts rather than only successful terminations, will be proposed.
- Levying charges on call attempts would ensure a stronger deterrence mechanism in the existing ecosystem.
- The proposed amendments prohibit tagging, blocking, filtering, or restricting incoming calls or messages originating from the 1600 series. Since these calls are also commercial calls made by banks, they should be excluded from the list of exceptions from the proposed Regulation 35A and should be allowed to be charged, similar to commercial SMS.

#### **2. AI/ML-driven UCC Enforcement**

- A comprehensive proposal for an AI/ML-led detection and mitigation framework to address UCC needs to be implemented by TRAI.

- Presently, all TSPs have their own AI-enabled proprietary solutions for mitigating spam. TSPs have shared the solutions with TRAI's perusal. It is requested that TRAI consider the models proposed for UCC enforcement.

### **3. Consumer Appeal, Records & TSP Liability**

- TRAI had proposed a formal appeal mechanism for dissatisfied consumers within 15 days of complaint closure.
- Appeals to be mandatorily resolved within defined timelines, increasing TSP accountability.
- Requirement to appoint a senior-level Appellate Authority, which enhances governance and oversight, is proposed in the consultation paper.
- However, the absence of a structured, tech-enabled appeal system (especially on DLT) poses implementation challenges.
- Hence, such a requirement needs to get away with considering the current feasibility issues in DLT.

### **4. Financial Disincentives**

- TRAI had proposed a penalty on registrar TSPs as well as OAPs in cases of Header/Templates misuse resulting in UCC.
- Penalties on registrar TSPs for non-compliant header registrations aim to fix accountability at the source.
- Shared liability between OAP and registrar TSP in cases of misclassification increases compliance burden.
- OAPs, being transmission channels, have limited control over sender behavior, creating disproportionate liability.
- Risk of misuse persists, especially via non-serious or OAP-only TSPs exploiting regulatory gaps.
- Therefore, the shared liability provisions impacting OAPs needs to be done away with.
- Strong push for stricter action against non-compliant/OAP-only entities to curb systemic misuse and strengthen DLT integrity must be enforced.

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