

Information note to the Press (Press Release No. 20/2021)

For Immediate Release

Telecom Regulatory Authority of India (TRAI)

Press release on implementation of the 'Telecom Commercial Communications Customer Preference Regulations (TCCCPR), 2018'

New Delhi, 26.03.2021- TRAI issued the Telecom Commercial Communications Customer Preference Regulations, 2018 ("TCCCPR, 2018") on 19th July, 2018, to curb the menace of Unsolicited Commercial Communications (UCC), which put in place a framework for controlling UCC. The regulations came into force w.e.f. 28.02.2019. Since, then TRAI has been, through Telecom Service Providers (TSP), communicating with the Principal Entities to fulfill the regulatory requirements.

2. As per the provisions of the regulations and Code(s) of Practices published by TSPs, the senders (OTP, Transactional messages, Service messages or commercial messages) are required to fulfil prescribed regulatory requirements for sending bulk communication. The regulatory provisions not only help in preventing spam but also help in preventing fraudulent messages purporting to originate from banks, financial institutions, or other trusted sources.

3. In compliance to provisions of the regulations, when SMS scrubbing was activated by the TSPs w.e.f. 8th March, 2021, some failure of A2P SMS traffic was observed. It was observed that some of the Principal Entities (PE) had failed to meet the requirements as envisaged in TCCCPR, 2018, even after two years, despite being fully aware of the regulations and the consequences. In order to protect the interest of consumers, TRAI had to request TSPs to temporarily suspend the scrubbing of SMSs for seven days to enable the PEs to register the templates of SMSs so that no inconvenience is faced by the customers.



4. Thereafter, since 17th March 2021, TSPs have activated the content template scrubbing of SMSs. However, to avoid inconvenience to the public, traffic is being allowed to pass for the time being, even if, it is not fulfilling the regulatory requirements. TRAI has analysed the data collected from TSPs and found that primary reasons of failure during the scrubbing of SMSs were non-compliance of regulatory requirements i.e., (i) content template not registered (ii) content template ID missing and (iii) mismatch in template registered and message sent. **All these lapses are such which can only be attributed to lack of due care and diligence by Principal Entities, Telemarketers and Aggregators.**

5. Telecom Service Providers have made repeated communications to principal entities including major banks and telemarketers sending bulk SMSs who have failed to fulfill regulatory requirements and requested them to comply with the provisions of the regulations. Through press releases dated 09.03.2021, 12.03.2021 and 23.03.2021, TRAI also requested all such Entities, who are using the telecom resources to send bulk messages to the consumers, to fulfill the regulatory requirements immediately so that there is no disruption in communication of such messages to the customers.

6. TRAI has analyzed the scrubbing data and reports submitted by the TSPs and also held a meeting with telemarketers/aggregators on 25th March, 2021. It has been informed that Principal Entities including major banks like State Bank of India, HDFC bank, Punjab National Bank, Axis bank etc. are not transmitting mandatory parameter like content template IDs, PE IDs etc. even in those cases where content templates have been registered, while sending such messages to the TSP for delivery. TRAI has analyzed the cases of failure of messages during scrubbing and found that various Principal Entities and Telemarketers are not fulfilling the regulatory requirements. The list of some of the Principal Entities and Telemarketers are attached. In the absence of these necessary parameters the messages are bound to be rejected by the system during the scrubbing process. Sufficient time has already been given to the principal entities/telemarketers and other entities to comply with the regulatory framework. However, it appears that few entities are not only




indifferent but are also not serious enough in complying with the provisions of the regulations thereby causing inconvenience to consumers. This should not and cannot be allowed to continue.

7. Enforcement of TRAI regulations based on DLT technology is vital because delivery of non-compliant messages allows fraudulent miscreants to conveniently misuse the messages delivery system for cheating and defrauding the customers. As sufficient opportunity has already been given to the Principal Entities/telemarketers to comply with the regulatory requirements and that the consumers cannot be deprived of the benefits of the regulatory provisions any further, therefore, it has been decided that from 1st April 2021, any message failing in the scrubbing process due to noncompliance of regulatory requirements will be rejected by the DLT system.

8. It is requested that Principal Entities, telemarketers should fulfill the regulatory requirements before 31st March, 2021 to avoid any disruption in the communication with the customers from 1st April, 2021. Regulatory bodies such as RBI, SEBI, IRDA, Central and State government departments, other Autonomous bodies and other establishments are requested to impress upon principal entities under their jurisdiction to follow the regulatory requirement strictly.

9. In case of any clarification, Shri Asit Kadayan, Advisor (Quality of Services) may be contacted at 011-23230404 or email advqos@traai.gov.in.


(S.K. Gupta)
Secretary, TRAI
26/3/2021

List of Defaulter Principal Entities

S.No.	Principal Entity Name
1	A&A DUKAAN FINANCIAL SERVICES PRIVATE LIMITED
2	Angel Broking Limited
3	AXIS BANK LIMITED
4	BAJAJ FINANCE LIMITED
5	BANDHAN BANK LIMITED
6	BANK OF BARODA
7	BANK OF INDIA
8	Canara Bank
9	Central Bank of India
10	Dakshin Haryana Bijli Vitran Nigam Limited
11	Delhivery Private Limited
12	FEDERAL BANK
13	Flipkart Internet Pvt. Ltd.
14	Freecharge Payment Technologies Private Limited
15	HDFC BANK LIMITED
16	ICICI BANK LIMITED
17	IDBI BANK LIMITED
18	IDFC FIRST BANK LIMITED
19	Indiabulls Consumer Finance limited
20	INDIAN OVERSEAS BANK
21	INSTAKART SERVICES PRIVATE LIMITED
22	Kotak Mahindra Bank Ltd
23	Kotak Securities Limited
24	LIFE INSURANCE CORPORATION OF INDIA
25	MEDLIFE WELLNESS RETAIL PRIVATE LIMITED
26	National Stock Exchange of India Limited
27	PSI PHI GLOBAL SOLUTIONS PRIVATE LIMITED
28	PUNJAB NATIONAL BANK
29	RAJASTHAN STATE HEALTH SOCIETY
30	RBL BANK LIMITED
31	RELIANCE RETAIL LIMITED
32	SAMSUNG INDIA ELECTRONICS PRIVATE LIMITED
33	SBI Cards and Payment Services Limited
34	STATE BANK OF INDIA
35	Supermarket Grocery Supplied Private Limited
36	TATA AIA LIFE INSURANCE COMPANY LIMITED
37	UNION BANK OF INDIA
38	VEDANTU INNOVATIONS PRIVATE LIMITED
39	WOPLIN BLOCKCHAIN TECHNOLOGIES
40	Yes Bank Ltd



List of Defaulter Telemarketers

S.No.	Defaulter Telemarketers
1	3M DIGITAL NETWORKS PVT LTD (MobTexting)
2	ACL MOBILE LIMITED
3	BBNL BharatNet NMS
4	Bhoopalam Marketing Services Pvt Ltd
5	BULK SMS GATEWAY
6	BUZIBEE TECHNOLOGIES PRIVATE LIMITED
7	Centre for development of Advanced computing
8	Christian Medical College Vellore Association
9	Cosmic Information & Technology Ltd.
10	DiGiSPICE Technologies Limited
11	GreenAds Global Pvt Ltd
12	Gupshup Technology India Pvt. Ltd.
13	IMI Mobile Private Ltd
14	InfoBip
15	Infobip India Private Limited
16	INSIGHT CONSULTANCY SERVICES PRIVATE LIMITED
17	Karix MOBILE Pvt Ltd
18	LOTUS TRANSFORMS PRIVATE LIMITED
19	NAZI ENTERPRISES
20	NETXCELL LIMITED
21	One97 Communications Limited
22	ONEXTEL MEDIA PRIVATE LIMITED
23	Onweb Software Technologies Pvt. Ltd.
24	Parrot Infosoft Pvt Ltd
25	Pinnacle Tele services Private Limited
26	Proactive Professional Services Pvt Ltd
27	PRP SERVICES PVT.LTD.
28	RAMA INFOTECH PVT.LTD
29	Ravience Digital Pvt Ltd.
30	Ravience Digital Pvt Ltd. (Netcore)
31	ROUTE MOBILE LIMITED
32	SJS TECHCROME PRIVATE LIMITED
33	SOLUTIONS INFINI TECHNOLOGIES (INDIA) PVT LTD (Kaleyra)
34	Tanla
35	VALUEFIRST DIGITAL MEDIA PRIVATE LIMITED
36	VEGTER SMS SOLUTIONS PRIVATE LIMITED
37	virtuoso Netsoft Private Limited
38	VIVACONNECT PRIVATE LIMITED
39	WALKOVER WEB SOLUTIONS PRIVATE LIMITED
40	Wizhcomm Consultants and Technologies Private Limited

