

**Information note to the Press (Press Release No. 24 /2021)**

For Immediate Release

**Telecom Regulatory Authority of India (TRAI)**

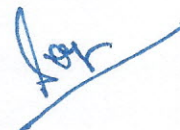
**Press release on implementation of the 'Telecom Commercial Communications Customer Preference Regulations (TCCCPR), 2018'**

**New Delhi, 01.04.2021-** TRAI issued the Telecom Commercial Communications Customer Preference Regulations, 2018 ("TCCCPR, 2018") on 19<sup>th</sup> 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. One of the measures to curb the spam was to scrub the content of SMS to be delivered against the registered content template. This process was invoked by the TSPs on 8th of March 2021 but due to high rejection ratio, the process was suspended temporarily. After holding meetings with various stakeholders and identifying major reasons for rejections, relevant entities were asked to take remedial measures. Today i.e. on 1st of April 2021, the content scrubbing process was resumed.

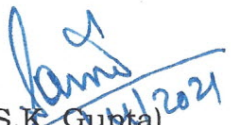
4. Reports from TSPs indicate that no major issues have come to notice leaving



few cases and messages which are in accordance with the regulations are getting delivered successfully. TRAI would like to take this opportunity to thank all stakeholders for their hard work in the last few days and taking due measures to achieve this success. In this regard, TRAI would like to especially thank RBI, SEBI, UIDAI, Ministry of Health, Department of Financial Services, GSTN etc. to extend their support. TRAI expresses sincere thanks to all TSPs, PEs, TMs etc. for their relentless efforts in achieving it.

5. TSPs have been instructed to make special efforts to identify the cause of rejection of SMS, if there is any rejection from some PEs/Telemarketers/Aggregators. We request regulatory bodies, Central and State departments, Industry bodies, to impress upon organisations under their control to implement these regulations effectively in consumers interest.

6. In case of any clarification, Shri Asit Kadayan, Advisor (Quality of Services) may be contacted at 011-23230404 or email [advqos@traigov.in](mailto:advqos@traigov.in).

  
(S.K. Gupta)  
Secretary, TRAI