

Information Note to the Press (Press Release No. 59/2024)

For Immediate Release

Telecom Regulatory Authority of India

TRAI releases Consultation Paper on "Review of the Telecom Commercial Communications Customer Preference Regulations, 2018 (TCCCPR-2018)"

New Delhi, August 28, 2024 – The Telecom Regulatory Authority of India (TRAI) today issued a consultation paper seeking public comments on "Review of the Telecom Commercial Communications Customer Preference Regulations, 2018 (TCCCPR-2018)"

The TCCCPR-2018 was implemented in February-2019 to address the issue of Unsolicited Commercial Communications (UCC). These regulations aim to protect consumers from unwanted promotional calls and messages, while allowing businesses to send targeted communications to customers who have consented for or set preferences to receive them.

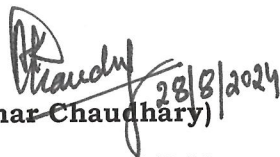
During implementation of the regulatory frameworks, certain issues have been observed. This Consultation Paper aims to bring forward issues observed during implementation, and which need immediate attention. The provisions of regulations related to these issues may need amendment. The broad category of issues discussed in the Consultation Paper includes the following-

- Definitions of Commercial Communications.
- Provisions related to the Complaint Redressal.
- UCC Detect System and action thereof.
- Provisions related to Financial Disincentives.
- Provisions related to Senders and Telemarketers.
- Analysis of high number of voice calls and SMS.

TRAI is seeking input on areas to strengthen the regulations, including stricter provisions against the Unregistered Telemarketers (UTMs) who harass the public through spam calls, improved complaint redressal mechanisms, more effective UCC detection systems, stronger financial disincentives for violation of regulatory provisions, and revised regulations for senders and telemarketers. The paper also explores the possibility of differential tariffs for voice calls and SMS to discourage UCC.

The Consultation Paper is available on TRAI website www.trai.gov.in. Written comments on the consultation Paper are invited from the stakeholders by 25 September 2024. Counter comments, if any, may be submitted by 9 October 2024. The comments and counter-comments may be sent, preferably in electronic form on the e-mail address advqos@trai.gov.in.

For any clarification/ information, Shri Jaipal Singh Tomar, Advisor (QoS-II) may be contacted at email id advqos@trai.gov.in.


(Atul Kumar Chaudhary) 28/8/2024
Secretary, TRAI