

Information Note to the Press (Press Release No. 60/2018)

For Immediate Release

Telecom Regulatory Authority of India

New Delhi, the 01th of June, 2018: Telecom Regulatory Authority of India (TRAI) will hold presentation, followed by discussions on draft **Telecom Commercial Communication Customer Preference Regulation, 2018** on **7th June, 2018**, from **2.00 pm** to **5.30 pm** at The Ball Room, Hotel Ritz Carlton, Bengaluru.

2. TRAI released draft Telecom Commercial Communication Customer Preference Regulation, 2018 on 29.05.2018. The draft regulation is available on TRAI website at <http://traigov.in/release-publication/regulation> and is open for comments up to the 11th of June, 2018.
3. The objective of this regulation is to effectively deal with nuisance experienced by subscribers from unsolicited commercial messages, popularly known as spam.
4. The proposed regulations provide for an enhanced role for all ecosystem entities: telecom companies, the businesses that send out promotional or transactional messages, telemarketers, IT services providers, etc. It also opens up new opportunities for the stakeholders and consequently, for third-party businesses to provide solutions to the industry and the large subscriber base of telecom services.
5. The regulations provide for (a) registration of senders (businesses and telemarketers), (b) headers, (c) subscribers' consent, (d) message templates, etc. besides a more fine-grained control over preferences.
6. The important new features of this regulation are:

- a) Adoption of Distributed Ledger Technology (or blockchain) as the RegTech to enforce regulatory compliance while allowing innovation in the market.
 - b) Co-regulation where Telecom Service Providers/ Access Providers establish and arrange framework, which is legally backed by regulation.
 - c) Enabling compliance through innovation in technology solutions that are demonstrated in a regulatory sandbox.
 - d) Enhanced controls and new options for all entities to perform their functions and to carry on their businesses efficiently.
7. All the stakeholders are invited to attend the presentation/discussions on these regulations by registering at <https://goo.gl/GC3TJx> .In case of any clarifications Shri Asit Kadayan, Advisor (QOS), TRAI may be contacted at mail id: advqos@traf.gov.in or at Telephone Number +91-11-2323,0404.


(U. K. Srivastava)
Secretary I/c, TRAI