



Audiotex & AudioConferencing Service Providers Association of India (AACSPAI)

The Advisor (QoS-II)
Telecom Regulatory Authority in India
advqos@traai.gov.in

Reference: Counter Comments Consultation Paper dated 28th August 2024 on Review of the Telecom Commercial Communications Customer Preference Regulations, 2018

Dear Sir,

We hereby submit our counter comments to the comments made by VNOAI, Broadband India Forum and ITU-APT Foundation of India as below:

Q2. Whether Explicit Consent be made mandatory for receiving Promotional Communications by Auto Dialer or Robo Calls? What can be other possible measures to curb the use of Auto Dialer or Robo Calls without the consent of the recipients? Stakeholders are requested to submit their suggestions quoting best practices being followed across the world.

Counter Comments: AACSPAI updates its view that Explicit Consent should not be made mandatory for receiving Promotional Communications as it will just add one more layer of additional involvement of the subscribers at large and make the consent process more onerous. We are in agreement with suggestions from COAI, IAMAI, Airtel, Tata Teleservices, Jio, Hindustan Unilever Limited and American Express that the current system of Consent Acquisition and Management has sufficient controls in place and any further controls towards this will make the process even more onerous on TeleMarketers, Access Service Providers and Customers.

Overall, we believe that the TCCCP Regulations and Guidelines should look at reducing the ability for spammers and offenders to make such calls by throttling the inputs such as:

1. An overall ban on GSM SIM banks or boxes that are the most misused tool for spam robo-calls and implement strict measures against any use of SIM banks.



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2. Limiting the number of calls per SIM card through a Fair Usage Policy that prevents fraudsters from using their SIMs for spam or bulk calls. This can be achieved through the use of AI / ML tools and statistical analysis.
3. Access to ISDN SIP, Trunks, and PRIs should be allowed only for captive use or Licensed Service Providers for Audiotex / Audio Conferencing in case they are using the telecom resources for making automated calls on behalf of 3rd parties. Non-licensed entities must declare non-engagement in 3rd-party auto-dialing, and they be monitored by DoT.
4. Hold end-customers of Licensed Audiotex / Audio Conferencing (Enterprise Communication) Service Providers accountable for any misuse of the platform provided by the Service Providers for any violation of calls made from the Service Providers' telecom resources by the Subscribers.

Yours truly,

Praveen Sharma, Hon. Advisor
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Date: 16 October, 2024