

*\*-For Immediate Release*

**Information note to the Press (Press Release No. 15/2020)**

**TELECOM REGULATORY AUTHORITY OF INDIA**

**TRAI releases draft Telecommunication Tariff (65<sup>th</sup> Amendment) Order, 2020 on “Regulation of tariff for Short Message Service”**

**New Delhi, the 18<sup>th</sup> February, 2020:** The Telecom Regulatory Authority of India (TRAI) has today released a draft Telecommunication Tariff (65<sup>th</sup> Amendment) Order, 2020 on “Regulation of tariff for Short Message Service” for consultation with the stakeholders.

2. The TRAI had issued the Telecommunication Tariff (54<sup>th</sup> Amendment) Order dated 5<sup>th</sup> November 2012 *vide* which a minimum tariff of fifty paisa per SMS for SMS exceeding 100 SMS per SIM per day was notified to effectively protect the telecom subscribers from the menace of unsolicited commercial communication (UCC). The said measure was intended to complement the other measures/regulations put in place by the TRAI for curbing UCC.

3. In 2017, the Authority introduced the Telecom Commercial Communications Customer Preference Regulations, 2018 (6 of 2018) dated the 19<sup>th</sup> July, 2018 (TCCCPR 2018). The new regulatory framework prescribed under the TCCCPR 2018 is technology driven and prescribes technological solutions to detect the UCC such as advanced signature solutions, UCC detect system etc.

4. With the introduction of TCCCPR 2018, it is felt that regulation of tariff for SMS may not be required. Accordingly, the draft Telecommunication Tariff (65<sup>th</sup> Amendment) Order, 2020 proposes withdrawal of regulatory provisions relating to tariff for SMS introduced by the Telecommunication Tariff (54<sup>th</sup> Amendment) Order.

5. As part of the consultative process, the draft for proposed 65<sup>th</sup> Amendment to the Telecom Tariff Order is being placed on TRAI website [www.trai.gov.in](http://www.trai.gov.in). Written comments on the draft Telecommunication Tariff (65<sup>th</sup> Amendment) Order are invited from the stakeholders by 3<sup>rd</sup> March 2020. Counter comments, if any, may be submitted by 17<sup>th</sup> March 2020. The comments and counter-comments, if any, may be sent, preferably in electronic form on the e-mail address [advfeal@traai.gov.in](mailto:advfeal@traai.gov.in). Comments and counter comments will be posted on TRAI's website [www.trai.gov.in](http://www.trai.gov.in).

6. For any clarification/information, Shri Kaushal Kishore, Advisor (Finance & Economic Analysis) may be contacted at Tel. No.: +91-11-23230752/23236650 (Fax).

7. The full text of the draft Telecommunication Tariff (65<sup>th</sup> Amendment) Order is available on TRAI's website [www.trai.gov.in](http://www.trai.gov.in).

  
(U.K. Srivastava)  
Secretary I/C (TRAI)