# Response to TRAI's Consultation Paper on Review of TCCCPR 2010

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The Telecom Regulatory Authority of India (TRAI) has released a consultation paper on review of "The Telecom Commercial Communications Customer Preference Regulations, 2010" looking to implement new framework and guidelines to curb SMS spam and calls targeting mostly unregistered telemarketers in the proposed draft. TRAI has put forward certain suggestions in the consultation paper and asking the response/feedback from the industry players.

Enclosed document is the response of Times Mobile Ltd a subsidiary of Times Internet Ltd (TIL)

1. What are your views on the proposal of blocking the delivery of SMS from the source or number or entity sending more than a specified number of promotional SMS per hour with similar signatures as proposed in the above para?

   <u>TML Response</u>:
   Registered telemarketers send SMS messages for various promotional campaigns that may get initiated with similar signatures. So, 'signature' criteria alone can not be used for blocking the SMS delivery for the registered telemarketers. The restriction on messages through registered telemarketer will lead to be huge business loss.
   The proposed framework by TRAI for blocking may be a good idea to be used only for unregistered telemarketer.


2. What should be the limit on the number of SMS per hour to be specified in this regard? Please give your views along with reasons thereof (para 2.1.1 to 2.1.4).

   <u>TML Response:</u> There should be a limitation of 2000 messages per hour for unregistered telemarketers. As SIM cards are used by unregistered telemarketer, the limit should be such that it has minimum impact on the actual mobile phone users using SMS services.

3. Please give your comments on the proposal to mandate the telecom service providers to obtain an undertaking/agreement from registered telemarketers and other transactional entities that in case they want to outsource promotional activities to a third party, they will engage only a registered telemarketer for such promotional activities. What are the other options available to control such activities? Please give your views along with reasons thereof (para 2.2.1 to 2.2.3)?

   <u>TML Response:</u> This is ok and will further help in curbing UCC.


4. Please give your comments along with reasons thereof on the proposal to disconnect telecom resources after ten violations, of entities for whom the promotion is being carried out? Also indicate whether ten violations proposed is acceptable or needs a change. Justify the same. (para 2.3.1 to 2.3.3)?

   <u>TML Response</u>: We feel it's not correct. Sometimes, the numbers are printed on several places like print ads in newspapers, magazines, billboards, leaflets, product wrappers etc. due to which customer may face lots of problems. Also, we have seen that many times competitor or

reseller registers the violation complaint to the access provider causing inconvenience to the registered telemarketers and the end consumers.

5. What additional framework may be adopted to restrict such subscribers or entities from sending UCC, other than the one proposed above (para 2.3.1 to 2.3.3)?

   <u>TML Response</u>

   a. There should be a guidebook for companies to check all the registered telemarketer or companies should check on registered telemarketers' documents before doing any promotional sms/calls through them.
   b. There should be more awareness of online directory available of registered telemarketer so that customers can seek solution from the genuine service provider.

   Apart from implementing above measures, we feel the most effective framework to block UCC is to implement a solution right at the core of operator network. The solution framework will require the operators to implement the Back list directory of all the DND customers at HLR. The solution framework will cater to both registered and unregistered telemarketer:
   <u>Registered telemarketer</u>: Any messages being transmitted through the respective operators will be checked with this master list before delivering the messages.
   <u>Unregistered telemarketer</u>: Imposing restriction of 2000 SMS per hour originating through unregistered telemarketer.

   Above framework will help in handling UCC issues that we may be facing today after implementing TCCCPR.

2. What are your views on the time frame for implementation of the facility for lodging UCC related complaints on the website of service providers? Please give your comments with justification (para 2.4.1 to 2.4.3).

   <u>TML Response</u>: This is ok and will further help in curbing UCC.

7. Do you propose any other framework for registering UCC complaint for easy and effective lodging of complaints (para 2.4.1 to 2.4.3))?

<u>TML Response</u>
a. Email channel: A dedicated email id to lodge complain & grievances which remains as a record for the person who sends the complain. Also, there should be a reply call & email confirmation going from the department to the person who lodged the complain within 24hrs, to ensure that it has been registered and under scrutiny.