



भारतीय दूरसंचार विनियामक प्राधिकरण
TELECOM REGULATORY AUTHORITY OF INDIA
भारत सरकार /Government of India



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PRINCIPAL ADVISOR

D.O. No. M-5/11/1/2021-QoS

Date : 19.03.2021

Dear *Shri Rao*

As you know, spam calls and messages have become a menace, not only in India but around the world. Especially worrying are fraudulent messages purporting to originate from branded Principal Entities (PEs) or other trusted sources.

2. In July 2018, TRAI notified a new regulatory framework for unsolicited commercial calls and messages. These regulations have a provision for Principal Entities (PE), to register with the Telecom Service Providers (TSPs), so that they can be allotted a header and their identity and purpose of communication can be properly verified in all messages and voice calls. The Principal Entities are also required to register the template of the message. Further, the provisions enable enhanced control for the PEs over their client data, which, if leaked, could also be helpful to fraudsters.
3. TSPs are ready with the system in accordance with the new regulatory framework. However, it is observed that PEs are not onboarding on the new systems thus not complying with the provision of the regulations.
4. You would appreciate that new framework would help in protecting the public from the fraudulent activities by preventing the fraudsters to fake the identities of well-known brands, corporations etc. The fraud would continue if the PEs are continue to work as per old system. As such, it has become necessary to strictly implement new regulations to reduce fraudulent messages and protect customers from unsolicited commercial messages. Hon'ble High Court of Delhi vide order dated 3rd February, 2021 has also directed for strict implementation of the TRAI provisions/regulations in this regard.

5. When Access Providers have activated the content scrubbing w.e.f. 8th March 2021, it was noticed that SMS traffic from some Principal Entities were failed as they have not fulfilled the regulatory requirements. As a result, TRAI had to temporarily suspend scrubbing of messages till 16.03.2021. Now, the scrubbing of the messages has been activated again, however, messages have been allowed to pass for the time being, even though it is not as per regulatory requirements. However, it has to be implemented effectively thereafter from next week. Non adoption of provisions of regulations may result in disruption of delivery of messages to their consumers.

6. I urge you to kindly advise your member Organisations/companies to strictly comply with the new regulatory requirement without further delay to avoid any disruption in their communication with the consumers/clients.

With Regards

Yours faithfully


(S.K.Mishra)

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