

TRAI Regulation Updates

The Telecom Commercial Communications Customer Preference
Regulations, September 2011



TRAI Regulation Update, September 2011

As per the latest notification issued by TRAI (Telecom Regulatory Authority of India) i.e. on 5th September 2011, the NCPR (National Consumer Preference Register) regulation will be effective from 27th September 2011 which will govern telemarketing in India including SMS, voice and data.

To adapt to these changing regulations, mVaayoo has put in place comprehensive and robust processes that will ensure smooth migration of the system, with prime focus on our customer's interest.

Please find below the key highlights of the new TRAI guidelines that will take effect from 27th September 2011.

KEY HIGHLIGHTS:-

I. What is a new TRAI regulation?

The new TRAI regulation gives the guidelines on usage of telecom resources by the telemarketer. TRAI has stated different guidelines as per the subscriber's registration on NCPR and an end user have 3 choices for receiving the commercial communication,

- a. **Fully Blocked:** Subscriber can receive transactional communication (as per TRAI's definition of transactional message).
- b. **Partially Blocked:** Subscriber can opt-in (choose) to receive the messages from one or more categories (1 to 7) as defined by TRAI.
- c. **Not registered in NCPR:** Subscriber can receive both transactional and promotional communication as per below mentioned timelines,
 - i. Transactional: 24x7
 - ii. Promotional: 9:00am to 9:00pm

2. Which messages are categorized as Transactional Messages?

"Transactional message" means an SMS containing only—

- a. Information sent to its customer(s) by the **Bank or Financial Institution or Insurance Company or credit card company or Access Provider or depositories registered with Securities and Exchange Board of India or Direct to Home Operators** pertaining to the account of that customer(s);
- b. Information given by **Airlines or Indian Railways** or its **authorized agencies** to its passengers regarding travel schedules, ticket booking and reservation;
- c. Information from a registered **Educational Institution** to its students or their parents or guardian;

- d. Any message as may be specified by the **Central or State Government or bodies established under the constitution or directions of the Authority** or any agency authorized by the Authority, from time to time is “Transactional message”

3. What messages are categorized as Promotional messages?

“Promotional message” means message containing promotional material or advertisement of a product or service via Text SMS or Voice.

4. What are the 7 categories for partially blocked communication?

Following preferences under partially blocked categories are available to a customer,

Category 1: **Banking/ Insurance/ Financial products/ Credit Cards**

Category 2: **Real Estate**

Category 3: **Education**

Category 4: **Health**

Category 5: **Consumer goods & automobiles**

Category 6: **Communication/ Broadcasting/ Entertainment/ IT**

Category 7: **Tourism & Leisure**

5. How to register your preference for Fully Blocked OR Partially Blocked category,

Please [CLICK HERE](#) to view a detailed document on how to register your preference for fully as well as partially blocked category.

6. Partial block category of commercial communication is only applicable to the text SMS. Voice based communication can be done only on Fully Blocked category.
7. As per regulations, no Telemarketing (Voice Call or SMS) is permitted between 9:00pm to 9:00am. Moreover, this does not include the Transactional Category of messages.

8. Sender IDs (Headers/Mask) available for the SMS pushes,

- a. Sender IDs (Headers/Mask) for Promotional messages-

XY-NZZZZZ

Where **X** stands for the code allotted to the Access provider;

Y stands for the service area;

N is the serial number (1-7) of partially blocked category; N will be 0 (zero) in case the communication message doesn't belong to any of the 7 categories.

ZZZZZ indicates five digits allocated to particular telemarketer by an access Provider.

Whenever new categories will be added, they will be assigned number 8 and onwards for **N**.

- b. Sender IDs (Headers/Masks) for Transactional messages-

XY-ZZZZZZ

Where **X** stands for the code allotted to the Access provider;

Y stands for the service area;

ZZZZZZ indicates six alphabets for company or organization sending transactional SMS.

- c. Headers for Voice Communication-

140 series number to be used for Voice based communications as Sender ID/ Headers as specified by TRAI.

9. If any of your end user is registered with DND, but still wants to receive the commercial communication/information message/alert sent by you; ask them to register their preference to receive your category of message with NCPR (National Customer Preference Register).

For more information on how to register preference, please [CLICK HERE](#) to download the detailed document.

10. Does mVaayoo customers need to register as a telemarketer?

Our customers need not register as a telemarketer as mVaayoo will offer the entire telecom resources i.e. Text SMS & Voice to the customers. All the communication messages will be completely scrubbed/ filtered at our end as per the NCPR.

Important Articles for your reference (Click to View OR Download)

1. [Frequently Asked Questions \(FAQs\)](#)
2. [TRAI Regulation Update 5th September 2011](#)
3. [Guidelines for Telemarketer](#)
4. [Guidelines for Customer](#)
5. [How to register your preference on NCPR?](#)
6. [How to Change Preference?](#)

For any further clarification on the TRAI guidelines, please contact us at support@mVaayoo.com.