

New guidelines regarding registration of telemarketers

To effectively curb the menace Unsolicited Commercial Communication (UCC), made via voice or SMS, TRAI has notified new regulations "*Telecom Commercial Communications Customer Preference Regulations (TCCCPR), 2018*" on 19.07.2018. According to the new regulations, Access Providers shall set up following functional entities or may delegate role to perform following functions:

- (i) Header Registrar
- (ii) Consent Registrar
- (iii) Content Template Registrar (CTR)
- (iv) Content Format and Type Verifiers (CFTV)
- (v) Telemarketers for Scrubbing function (TM-SF),
- (vi) Telemarketers for Delivery Function of Messages with telecom resource connectivity to Telecom Service Provider (TM-DF),
- (vii) Telemarketers for Aggregation Function for messages to other Telemarketer for delivery function (TM-AF),
- (viii) Telemarketer for voice calling function with Telecom Resource Connectivity for voice calls to Telecom Service Provider (TM-VCF)

2. Accordingly, TRAI has discontinued registration of telemarketers through NCPR portal. Prospective Telemarketers/ Functional Entities may approach Access Providers to carry one or more of the functionality as referred above.