



## Advisory to the Business Entities involved in sending Commercial Communication

As per the TRAI TCCCP Regulations, 2018, active participation from businesses/companies involved in the Commercial Communication is necessary in order to curb spam.

1. Businesses/organizations have to take the following measures to protect their business interest and continue sending Commercial Communications via voice and/or SMS, to their customers/prospects:
  - i. Mandatorily register themselves on the DLT platform/portal with at least one TSP as Principal Entity.
  - ii. Registration of All Headers/SMS Sender IDs/numbers, from which they want to send Commercial Communication.
  - iii. Call and SMS content templates of all Commercial Communications have to be pre-registered on the portal.
  - iv. Submission of all existing subscriber consents (not older than six months) in the migration phase.
  - v. Initiate consent acquisition and validation process through the portal of any TSP.
  - vi. All future consents will be obtained, verified and recorded digitally only.
  - vii. Any Commercial Communication, going forward, will only be permitted for entities/businesses/organizations who have registered themselves, their headers, templates and submitted consents, if any, on the portal.
  - viii. The Commercial Communication will be pre-verified with the Subscribers' Preference and/or Consent before being delivered to them.
2. Businesses/organizations sending commercial communications without registering themselves as Principal Entities and not complying with all of the above actions, will be in violation of the TRAI Regulation.
3. All these actions will serve to protect the sanctity and authenticity of the Commercial Communication being sent by the Senders.
4. For registration as a Principal Entity, registration of headers, call/SMS templates, consent submissions, etc. T&Cs and FAQs, refer the following TSP Websites/Apps.

Airtel: [dlt.airtel.in](https://dlt.airtel.in)

RJIO: <https://trueconnect.jio.com/>

VIL: <https://vilpower.in>

QTL: <https://pingconnect.in>

VMIPL: <https://smartping.live>

For details of the Regulations, please visit the below link:

<https://main.trai.gov.in/sites/default/files/RegulationUcc19072018.pdf>