

**Product Bulletin**

29<sup>th</sup> May 2020

**Adhering to the Telecom Commercial Communication Customer Preference Regulations”  
(TCCCPR) Guideline**

Telecom Regulatory Authority of India (TRAI) is in the process of implementing the “The Telecom Commercial Communication Customer Preference Regulations” (TCCCPR) guidelines by 31<sup>st</sup> May 2020. In adherence to the upcoming implementation of these regulations, all businesses, enterprises (principal entities) and Telemarketers are mandated to register with operators on the Distributed Ledger Technology (DLT) platform, along with their headers or sender IDs and content templates. Additionally, TRAI has now directed all operators to restrict traffic for principal entities who have not registered themselves and their respective headers or sender IDs on DLT.

We request all our member banks to kindly complete their registration immediately on the DLT platform, with respect to commercial communication (Transactional, Service or Promotional).

Please note that Banks might be restricted to send any communication if they do not complete their registration by 31<sup>st</sup> May 2020 as TRAI plans to fine Telecom operators that do not comply with this from 01<sup>st</sup> June, 2020.

For further reference, request you to please refer “NOTIFICATION” of Telecom Regulatory Authority of India as attached.

We thank you for continued patronage.

Yours faithfully,

SD/-

Nalin Bansal

Head – RuPay & NFS

NPCI