

Information Note to the Press (Press Release No. 34 /2024)

For Immediate Release

Telecom Regulatory Authority of India

TRAI issues following Directions to Access Providers under its Telecom Commercial Communication Customer Preference Regulations, 2018 (TCCCPR-2018)


(a) Direction regarding enhancing user-friendliness of registration of Unsolicited Commercial Communication (UCC) complaints, Preferences and Consents through Mobile Apps and Web portals of Access Provider, and

(b) Direction regarding submission of Performance Monitoring Report to the Authority in modified formats on monthly basis.

New Delhi, 24th June 2024 – In its ongoing effort to mitigate the issue of Unsolicited Commercial Communication (UCC), commonly referred to as spam, the Telecom Regulatory Authority of India (TRAI) has mandated Access Providers to enhance their Mobile Apps and Web portals to make them more user-friendliness for registration of UCC complaint and settings of preference.

TRAI has mandated Access Providers to ensure that options for UCC complaint registration and preference management are easily accessible on Access Providers' mobile applications and websites. Also, essential details for the registration of complaints should be automatically populated, if users grant permission to access their call logs and other relevant data.

In furtherance of its efforts to strengthen monitoring mechanisms for UCC, TRAI has implemented amendments to the Performance Monitoring Report formats. In order to have more granular monitoring, all Access Providers will be required to submit PMRs on a monthly basis, as opposed to the previous quarterly reporting cycle.


(Mahendra Srivastava)
Secretary(I/C), TRAI

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