

FAQs – Principal Entities/Enterprise/ Telemarketers desirous of sending commercial communication (sms/calls) in bulk:

TRAI has issued a new regulation known as the Telecom Commercial Communications Customer Preference Regulation (TCCCPR) dated 19th July 2018. The regulation has prescribed a new framework for commercial communication. Pursuant to the TCCCPR, the senders of the commercial communication are required to follow the process as prescribed by Airtel from time to time. For better understanding of the requirements, the FAQ's will give insight and are as follows:

1. What is commercial communication?

Commercial Communication means any voice call or message using telecommunication services, where the primary purpose is to inform about or advertise or solicit business for

- i. Goods or services
- ii. A supplier or prospective supplier of offered goods or services
- iii. A business or investment opportunity
- iv. A provider or prospective provider of such an opportunity

2. What are the categories of commercial communication?

The different categories which qualify for the commercial communication are:

- i. Promotional calls/SMS: Communication that promotes/advertises goods & services
- ii. Transactional calls/SMS: Communication triggered in response to the transaction initiated by the user (e.g. Banking OTP on purchase of goods/services)
- iii. Service calls/SMS: Communication that shares the product/service warranty information & updates, safety/security information

3. What should I do to start sending commercial communication in bulk?

Before any commercial communication can be sent, you are required to register with a telecom service provider.

4. How can I register for bulk SMS & calls?/ How can I register myself for commercial communication?

You can register your enterprise/number/sender ID for commercial SMS/Call communication on Airtel website.

Step 1: Visit www.airtel.in/business/commercial-communication/home

Step 2: Click on "NEW USER REGISTRATION" at the bottom of the webpage & follow the instructions

- *Once the registration is completed, the Telemarketer's/Entity account will be created and you will be issued a unique Registration ID.*
- *If you are a telemarketer, please register the Principle Entity/Enterprise for whom you plan to send the bulk communication*

Step 3: Go to the Manage Headers option and register the CLI/Headers for SMS and Telephone numbers for outcalls)

Step 4: Go to the Manage Templates option to register the scripts/templates against the Headers.

5. How much time does it take to get the registration for commercial communication?

It takes approx. 7 days to complete the registration process for bulk SMS/Call communication.

6. How can I access the account created post registration?

You can access the account with a user ID and a password sent to you via SMS/email at the time of registration. Please remember and note the credentials while undergoing the registration process.

7. What all documents are required for registering for commercial communication?

The required documents are:

- i. Registration proof of the entity/organization
- ii. Identity proof of the authorized signatory
- iii. Address proof of the entity/organization
- iv. Authorized Signatory letter
- v. Consent letter from the Sender in case the sender is being registered by the Telemarketer
- vi. Service agreement (distinct for Sender and Telemarketer) – to be downloaded from the sample document page at the time of registration.

- vii. Security deposit –INR 50,000/-
- viii. Registration Fee- INR 5900/- inclusive of GST

8. Is there any limit to the number of SMS/Calls that I can generate from my registered CLI/number?

No. There is no limit for the number of SMS/Calls made from the registered CLI/number.

9. What is the registration fee?

To get yourself registered as a telemarketer, a registration fee of INR 5000 + tax needs to be paid to get registration certificate for 5 years. This is a non-refundable amount.

10. What is the security deposit amount?

The refundable security deposit of INR 50,000 needs to be paid at the time of registration.

11. What is the penalty levied in case of violation?

- i. For each violation, a penalty of Rs.10,000 will be deducted from the security deposit paid by you.
- ii. On third violation, additional security deposit of Rs.70,000 needs to be submitted to Airtel. (If not paid, all the numbers/bulk SMS accounts activated in the name of Sender/telemarketer name/address will be disconnected).
- iii. On 12th violation within a calendar year, all the numbers/bulk SMS accounts activated on the Sender/telemarketer name/address will be disconnected.

12. What are the consequences of non-registration?

As per the new TCCCPR guidelines, any bulk commercial communication should NOT be done from an individual mobile /landline number which is not registered for bulk communication with a telecom service provider.

In case of violation of the guidelines, the telecom service provider shall restrict the usage on the complained number while the investigation is being carried out. In case of multiple violations & complaints, the number may get permanently disconnected as well. For more details on the guideline, you may visit

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

13. Why my usage has been restricted? I am not able to make calls/send SMS.

If a complaint is received against a number for unsolicited commercial communication, the usage is restricted to 20 SMS & 20 calls per day (for 1 months or 6 months) while the case is being investigated. This is as per the new TCCCPR guideline.

14. Can I take bulk communication rights from multiple telecom service providers?

Yes. You can register with multiple telecom service providers using the same *PAN & registration ID* with which you are already registered.

15. What is the customer care contact details for Telemarketers/Enterprises?

You may reach out to us at telemarketer.help@airtel.com