

**The Telecom Commercial Communications  
Customer Preference Regulations Sep, 2011**

**Corporate Communication**

**ValueFirst Messaging Pvt. Ltd**

## Brief on Commercial Communications Customer Preference

As per the notification issued by TRAI (Dated: 05-sep-2011), the NCPR regulation is scheduled to go live on 27<sup>th</sup> September 2011 and TRAI has issued a circular to Access Providers to withdraw, on or before the 26th September 2011 all telecom resources allocated to a telemarketer except those telecom resources which have been allocated in accordance with the provisions of the regulations.

### What is the new TRAI regulation?

The new TRAI regulation states the usage of telecom resource by a telemarketer based on the directives defined by TRAI. Directives issued are different for registered subscribers and non-registered subscribers in NCPR. TRAI regulation segregates Transactional and Promotional communication pertaining to the end customer.

The end customer has following 3 choices –

- a. **Fully blocked** – Can receive transactional communication as defined by TRAI.
- b. **Partially blocked** - Can opt-in to receive content from one or more categories out of 7, defined by TRAI.
- c. **Not registered in NCPR** – Can receive both transactional and promotional communication, where transactional communication is permitted 24\*7 and promotional communication is limited from **9 AM-9 PM**.

### 7 categories as mentioned by TRAI for NCPR

- *Banking/Insurance/Financial products/Credit cards (category code 1)*
- *Real Estate (category code 2)*
- *Education (category code 3)*
- *Health (category code 4)*
- *Consumer goods and automobiles (category code 5)*
- *Communication/Broadcasting/Entertainment/IT (category code 6)*
- *Tourism and Leisure (category code 7)*



get the message

## What is NCPR?

NCPR is referred to as **National Customer Preference Register** where in the registered subscribers may choose from the 7 categories mentioned above, by dialing 1909.

“**Transactional message**” means a SMS containing –

- (i) Information sent to its customer(s) by the **Bank or Financial Institution** or **Insurance Company** or **credit card company** or **Access Provider** or **depositories registered with Securities and Exchange Board of India** or **Direct to Home Operators** pertaining to the account of that customer(s);
- (ii) Information given by **Airlines or Indian Railways** or its **authorized agencies** to its passengers regarding travel schedules, ticket booking and reservation;
- iii) Information from a **registered Educational Institution** to **its students** or **their parents** or **guardian**;
- iv) Any message as may be specified by the **Central or State Government** or **bodies established under the constitution** or **directions of the Authority** or **any agency authorized by the Authority**, from **time to time** is “Transactional message”

“**Promotional message**” means any communication other than Transactional over Voice and SMS which is not defined by TRAI is “Promotional Message”

## The Six Strike Rule

### Heavy Penalties:

The telemarketers to enter into an agreement with the Service Provider for telecom resources allocation. Telemarketer to **deposit INR 1,00,000/- as security.**

Default telemarketers are liable to pay **heavy penalties to TRAI:**

- ❑ First offence: INR 25,000/-  
INR 2,00,000/- additional deposit or disconnection
- ❑ Second offence: INR 75,000/-
- ❑ Third offence: INR 80,000/-  
INR 4,00,000/- additional deposit or disconnection
- ❑ Fourth offence: INR 1,20,000/-
- ❑ Fifth offence: INR 1,50,000/-
- ❑ Sixth offence: INR 2,50,000/-

The Telemarketer will be blacklisted on commission of the Sixth offence.



get the message

## Transactional Messaging

- Separate Telecom resource allocation
- No Scrubbing
- Use 9 digit alpha numeric codes example - XY-ZZZZZZ
- First alpha-numeric character code of service provider, second code of service area, dash (-) as third character and the last six digit will be the identifier of the organization sending the transactional message
- Normal PRI lines to be used for Voice communication

## Promotional Messaging

- SMS(s) & Call(s) made between 9 a.m. to 9 p.m
- Use alpha numeric code including the code of registered category by consumer example - XY-RZZZZZ
- First alpha-numeric character code of service provider, second code of service area, dash (-) as third character, fourth being any digit from 0 to 7, digits 1-7 indicating category (0 indicates commercial communication that doesn't fit in any of the 7 given categories) and last five digits indicates 5 digit unique identification code provided by respective Access Provider
- As and when additional preferences are specified by the authority, the same will be assigned number 8 onwards for 'R'
- 140 series number to be used for Voice communication and SMS header as specified by the authority

### Do you need to register as a Telemarketer?

No, our customers need not register as a Telemarketer separately. We will offer our telecom resources (Voice and SMS) which will be completely scrubbed and absolutely risk free from any NCPR violation.

For any transactional telecom resource, our content template matching mechanism ensures that no violation happens on people registered in NCPR.

### Do you need to make any security deposit for doing business with ValueFirst?

No, our customers are not liable to make any kind of deposit for using the services. Since the telecom resources and telemarketer code is ours, we take complete liability for any violation happening on the same.

### Can an enterprise take any measure to educate its customers/consumers on the NCPR?

You can contact your customers using different communication channels to educate them to deregister from NCPR by **dialing 1909**. All your customers registered in NCPR who wish to receive promotional content need to opt-out from NCPR. A customer can de-register by sending SMS "**STOP**" to **1909**.



## For Promotional Traffic Customers

### How ValueFirst may help you with your traffic?

ValueFirst will help you segregate your traffic to meet the TRAI directive. Intelligent MIS and Server provides option of buffer and drop mechanism to choose from for messages between 9PM – 9 AM.

#### Voice calls:

- **For Promotional calls-** The Telemarketer shall obtain 140 series number from the Access Provider for making all promotional/marketing Voice calls and SMS header
- **For Transactional calls-** The Telemarketer shall use the normal PRI line numbers under the directives issued by TRAI

#### Impact on Enterprises:

- Any commercial communication including SMS, other than transactional messages, can be sent to a customer only between 0900 Hrs to 2100 Hrs
- Message to be sent to one or more selected categories (out of 7) chosen by the consumer
- For promotional messages alpha numeric code shall be used including the code of registered category by consumer XY-RZZZZZ. As and when additional preferences are specified by the Authority, the same will be assigned number 8 onwards for 'R'
- For promotional messaging 100% compliance to scrubbing is mandatory
- Data will be scrubbed against the updated list at frequent intervals as specified by TRAI

#### Requirement from you as an Enterprise:

- Bifurcation of your traffic as per your business requirements into Promotional/Transactional
- Category code allotted as per your line of business out of 7 categories defined by TRAI
- Your preference to buffer your traffic or drop the same with respect to the time window allowed by TRAI. With our intelligent Server and MIS mechanism, you may specify either of the options as per your convenience.

#### ValueFirst offerings :)

- ✓ Telecom resources for Voice and SMS without any hassle of registration as Telemarketer or payment of any security deposit
- ✓ Seamless route to deliver communication completely uninterrupted
- ✓ Fool proof mechanism for NCPR scrubbing on the fly
- ✓ Complete adherence to time window defined by TRAI
- ✓ Mechanism to change sender Id as per the regulations at our service level
- ✓ Facility to drop or buffer messages between 9pm - 9am (By default it is buffered)
- ✓ No impact on international termination of SMS
- ✓ Timely updation on the regulation and best solutions from time to time to safeguard your business
- ✓ **No operational or technical change for you, business as usual**



## For Transactional Traffic Customers

### How ValueFirst may help you with your traffic?

ValueFirst shall ensure that the messages being sent out by you strictly fall under the transactional category. We shall assist you with secure messaging communication solutions by designing templates that would strictly follow the transactional messaging directives. Your ValueFirst Account Manager at the time of provisioning shall request you for the content and the template of the message to be send by you under each category for ValueFirst internal verification for 100% directive compliance. We shall also soon facilitate you with a web based tool wherein you may submit your message template for our internal verification to rule out the chances of any penalty or disqualification of services by TRAI.

In case the messages being send by you do not fall under the approved template, they shall either be treated as promotional message or dropped at our end.

All message templates for transactional messaging should be pre-approved by ValueFirst before 26-Sep-11. Your Account Manager shall contact you for the same.

#### Voice calls:

- For Transactional calls the Telemarketer shall use the normal PRI line numbers under the directives issued by TRAI

#### Impact on Enterprises:

- 24\*7 communication only as per TRAI Transactional messaging mandate
- Use 9 digit alpha numeric codes in the TRAI approved format (eg: xy-**zzzzzz**)
- No scrubbing on National Consumer Database

#### Requirement from you as an Enterprise:

- Signing up of the new undertaking agreement with ValueFirst
- Bifurcation of your traffic as per your business requirement into Promotional/Transactional
- Sender ID for approval
- Approval of "Message Template" by ValueFirst before 26-Sep-11
- Approval of "Message Template" by ValueFirst before provisioning for new processes in future

#### ValueFirst offerings :)

- ✓ Telecom resources for Voice and SMS without any hassle of registration as Telemarketer or payment of any security deposit
- ✓ Seamless route to deliver communication completely uninterrupted
- ✓ Intelligent web based solution for template approval
- ✓ Mechanism to change sender Id as per the regulations at our service level
- ✓ No impact on international termination of SMS
- ✓ Timely updation on the regulation and best solutions from time to time to safeguard your business
- ✓ **No operational or technical change for you, business as usual**



## Things to know as a Subscriber

1. No Access Provider shall permit sending of more than one hundred SMS per day per SIM or three thousand SMS per month per SIM (In case of post paid telephone number)
2. SIM shall be excluded from the limit of one hundred SMS per day per SIM, provided the customer gives an undertaking to the access provider that he shall not use such telephone number for sending any commercial communications
3. The access provider shall enter, in the list maintained in the National Telemarketer Register, the telephone number, name and address of such customers, category of exempted SMS and date of permitting sending of SMS beyond limit of one hundred SMS per day per SIM and the said list shall be updated every Monday.
4. Government authorities who wish to send SMSs in public interest can be exempted from the regulations.
5. A subscriber can change his preferences in the NCPR after seven days of making any changes. **This was previously kept at three months.**

For any query, feel free to contact your ValueFirst account manager or drop a mail to [traiv@vfirst.com](mailto:traiv@vfirst.com)

