

TCCCPR Regulations – 2011 (7th Amendment)

Corporate Communication

ValueFirst Messaging Pvt. Ltd

TCCCPR Regulations – 2011 (7th Amendment)

Key highlights:

- TRAI has released the 7th Amendment of the TCCCPR Regulations on 25th Oct, 2011.
- As per the regulations it has mandated a payment of INR 0.05 (Five Paise) termination charge for all Promotional Messages as Interconnect usage charge.
- **“Interconnect Usage Charge”** means - charge payable by an Originating Access Provider to the Terminating Access Provider for each SMS sent by a registered telemarketer from the network of the Originating Access Provider to the network of the Terminating Access Provider.
- The Originating Access Provider may collect the Promotional SMS charge from the registered telemarketer.
- The Interconnect charges are applicable for each *“Promotional SMS”* sent only.
- All SMS going out with Prefix TD/TM/LM-XYYYYY is categorised as Promotional SMS.
- **Please note** - Customers who have been given Template/MO-MT based transactional route will not be affected with this regulatory change (for these specific user ids).

➤ Certain new use cases have been included in transactional message category. The following categories of SMSs have been added in the definition of transactional message:-

(i) Information sent by e-commerce agencies in response to e-commerce transactions made by their customers.

(ii) Information sent by a company or a firm or depository participant registered with Securities and Exchange Board of India (SEBI) or Insurance Regulatory Development Authority (IRDA) or Association of Mutual Funds in India (AMFI) or National Commodity & Derivative Exchange Ltd. (NCDEX) or Multi Commodity Exchange of India Ltd. (MCX) to its clients pertaining to the account of the client.

(iii) Information sent by a registered company to its employees or agents or to its customers pertaining to services or goods to be delivered to such customers.

For any query please feel free write at traiv@vfirst.com or contact your Business Head.

