

TCCCPR 2018 TRAI Regulations

SMS PE-TM Binding



The Telecom Commercial Communications Customer Preference Regulations (TCCCPR) 2018, introduced by the Telecom Regulatory Authority of India (TRAI), aims to reduce unwanted commercial communications and enhance consumer protection. It mandates telemarketers to register with Telecom Service Providers, obtain customer consent before sending messages/originating any Promotional, and adhere to stringent guidelines. The regulation also establishes a robust complaint management mechanism, enabling consumers to report violations easily. By promoting transparency and fair billing practices, TCCCPR 2018 seeks to safeguard consumer interests in the telecommunications sector effectively.



- Definition
- Stakeholders
- Abbreviations & Key Participants
- Flow of Chain
- Chain Initiation by PE
- Role of TM – Aggregator & TM – Delivery (Registered with Jio & Not Registered with Jio)
- Acknowledgement of Chain by PE

Principal Entity -

A company or individual that wants to send commercial communications to customers. This could be a business, sole proprietor, partnership firm, or government organization ensuring compliance with regulations, including customer consent. They must register on DLT platforms.

Telemarketer -

A company or individual that sends traffic from other businesses (Principal Entity) to customers through Telecom Service Providers (TSPs). They must register on DLT platforms and follow TRAI guidelines to obtain consumer consent and prevent unsolicited messages.

There are 2 types of Telemarketers-

- Telemarketer Aggregator (TMA) – Acts as the intermediary between the PE/ other TMA and TMA/TMD.
- Telemarketer Delivery (TMD) – who submits the traffic to TSP

- TRAI – Telecom Regulatory Authority of India
- DLT – Distributed Ledger Technology
- SMS – Short Message Service
- PE – Principal Entity
- TMA – Telemarketer Aggregator, who receives traffic from PE and submits to TMD
- TMD – Telemarketer Delivery, receives traffic from PE/TMA and submits to Operator
- TSP – Telecom Service Provider
- OAP – Originating Access Provider

Principal Entity

Wants to send commercial communications to customers ensuring compliance with regulations, including customer consent. They must register on DLT platforms.

Jio Telemarketer

Must be registered as TM with Jio TrueConnect (DLT). They must follow TRAI guidelines to prevent unsolicited messages.

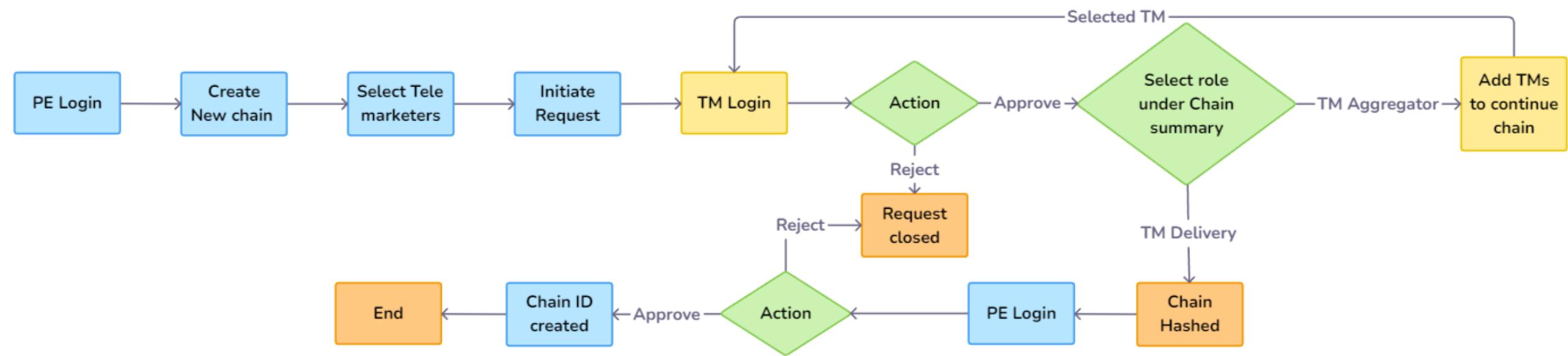


Non Jio Telemarketer

Not registered as TM with Jio TrueConnect (DLT), but they could be registered with other TSPs. They must follow TRAI guidelines to prevent unsolicited messages.

Why PE-TM binding ?

- In India, 1.5-1.7 billion commercial messages are sent every day, taking the total to about 55 billion every month, according to industry data [\(Source\)](#). Such mass interaction leads to higher rate of spamming.
- In continuation of multi-pronged approaches for curbing spam, including measures to prevent misuse of PE data, PE-TM Chain Binding at DLT platforms of all TSPs are to be implemented.
- Currently, PE transmits SMS via the registered TMs who may further get it delivered by other TMs. This incapacitates the PE to have visibility over the SMS delivery Chain. It could also lead to misuse of their headers/templates. This also creates a blind sight for the Originating Access Service Provider (OAP).
- Now on, PE must also disclose their associated TMs, i.e., TMAs and TMD to the OAP ensuring transparency in the communication chain. [TRAI Direction](#)
- Commercial Relationship between the OAP and TMD should be legally enforceable, with appropriate penal provisions, against violations of the Telecom Commercial Communications Customer Preference Regulations, 2018 by TM Delivery



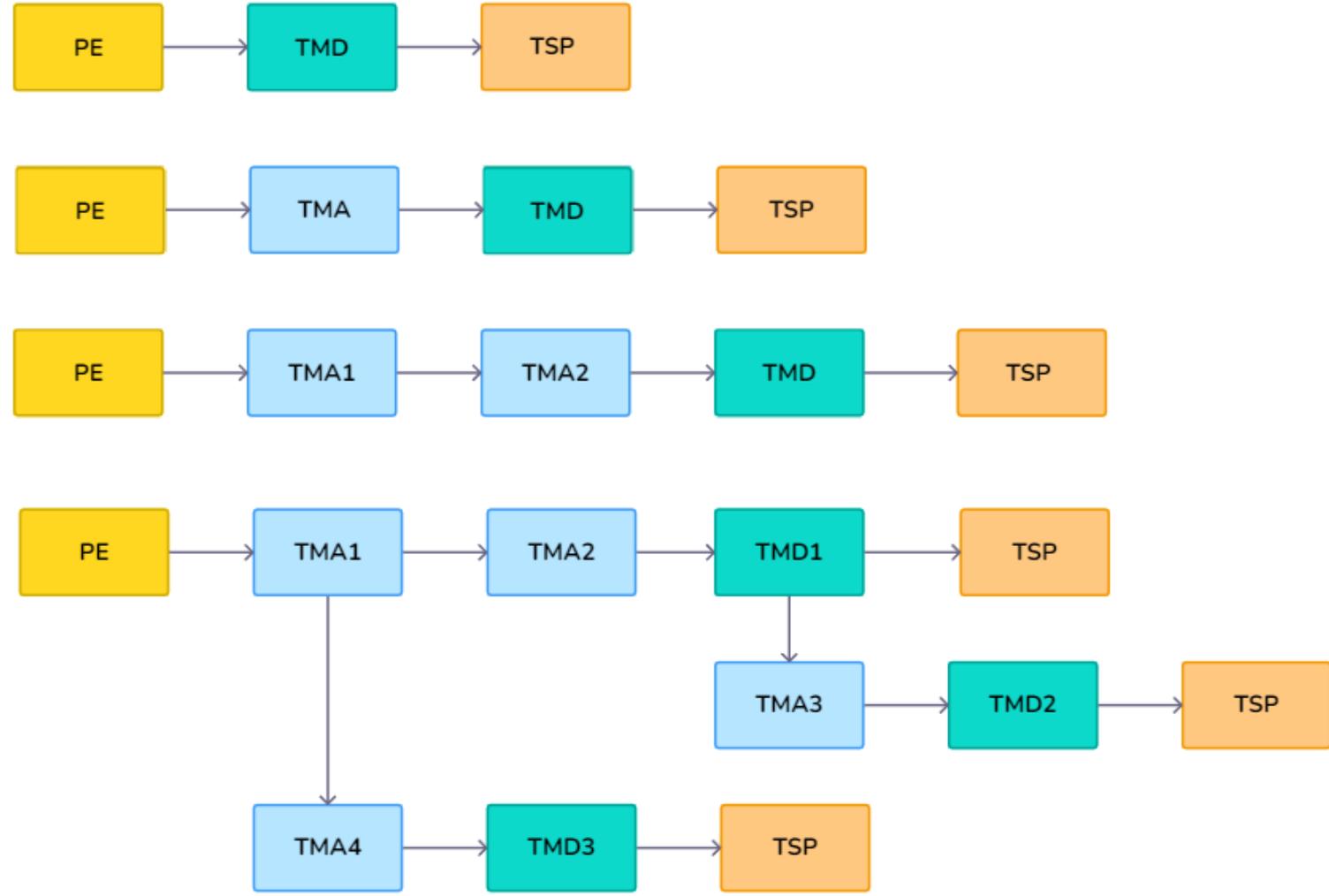
Use Cases

PE-Principal Entity – Initiates the Chain request for sending SMS traffic

TMA-Telemarketer (aggregator) – does not interact directly with TSP, is an intermediate. TMA can nominate another TMA/TMD in the chain

TMD-Telemarketer Delivery – sends the SMS traffic to the TSP,

TSP-Telecom Service Provider or OAP- Originating Access Provider or Telco



- Pending for Approval – Action to be taken by the PE/TM on the chain
- Requested – Action taken on the chain, chain binding is in progress
- Registered – Chain approved by PE and created
- Rejected – Chain rejected by PE/TM and closed

Note-Rejected chains are cancelled and have to be re-initiated by the PE, if needed.

Principal Entity – Chain Initiation

TrueConnect → Jio registered PE Login → Username & Password → Mobile OTP

Welcome to JIO's Managed Commercial Communication DLT Platform

Principal Entity TM registered with Jio
 TM not registered with Jio

Login As: Principal Entity

User Name *

Password *

OTP has been successfully sent to your phone number 9xxxxx389

OTP

[RESEND OTP](#)

[Login](#)

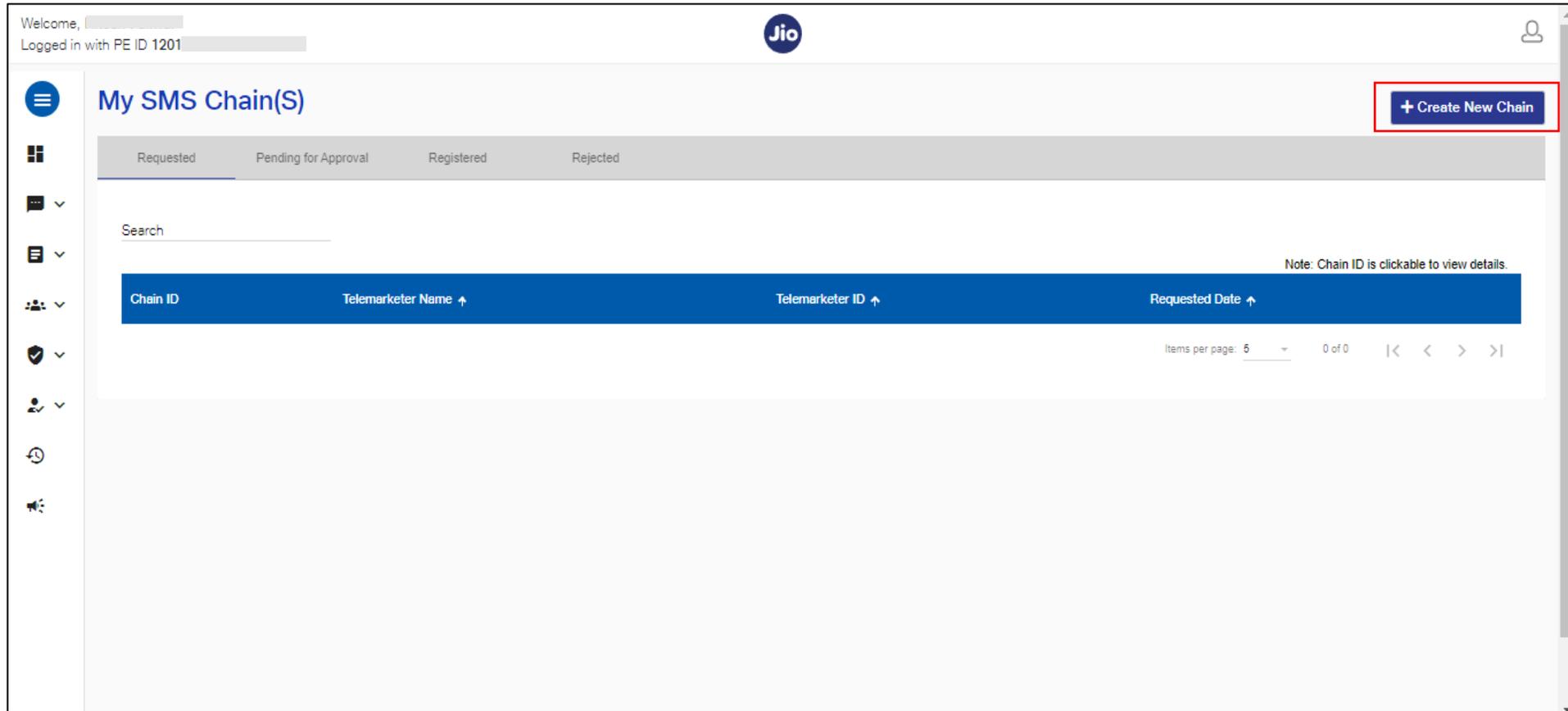
[Forgot Password](#) [New Registration](#)

Principal Entity – Chain Initiation

MY TELEMARETERS → My SMS Telemarketers

The screenshot shows a dashboard interface for a Principal Entity. The top navigation bar includes a welcome message, login status (PE ID 120), the Jio logo, and a user profile icon. A notification bell icon is present, and a message indicates a published date of 26-08-2024 with an important TRAI notice. The left sidebar contains a menu with options: DASHBOARD, HEADER SMS, TEMPLATE, MY TELEMARETERS (expanded), My SMS Telemarketers (selected), My Voice Telemarketers, CTA WHITELISTING, CUSTOMERS CONSENT, TRANSACTION HISTORY, and CAMPAIGN DETAILS. The main content area is titled 'Dashboard' and features three sections: 'Entity', 'Header SMS', and 'Consent Template'. Each section displays three metrics: 'Approved', 'Approval Pending', and 'Rejected', each with a corresponding icon and a refresh button.

Section	Approved	Approval Pending	Rejected
Entity	1	0	0
Header SMS	0	3	0
Consent Template	-	-	-



Welcome, [redacted]
Logged in with PE ID 1201

My SMS Chain(S)

[+ Create New Chain](#)

Requested Pending for Approval Registered Rejected

Search

Note: Chain ID is clickable to view details.

Chain ID	Telemarketer Name ↑	Telemarketer ID ↑	Requested Date ↑
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Items per page: 5 0 of 0 |< < > >|

Principal Entity – Chain Initiation

Create New Chain → Search Telemarketers via Name/ID (must be registered on DLT) → Select and initiate Chain request

Can add upto 5 Telemarketers in creation request

Welcome, [User Name]
Logged in with PE ID 1201

Create New Chain

Search and Select Telemarketers

Selected Telemarketers:
ABHIJEET PVT LTD (ID: 1202171767185890428), ABHI PVT LTD (ID: 1202171767220858280), ABHIJEET PVT LTD (ID: 1202171767240850388), ABHIJEET SA PVT LTD (ID: 1202171767283880668), heenaatvnyrk (ID: 1202172128477258211)

Can select upto 5 TMs only

Search TMID/TM Name
abhi

Select	TM ID	Name
<input checked="" type="checkbox"/>	1202171767185890428	ABHIJEET PVT LTD
<input checked="" type="checkbox"/>	1202171767220858280	ABHI PVT LTD
<input checked="" type="checkbox"/>	1202171767240850388	ABHIJEET PVT LTD
<input checked="" type="checkbox"/>	1202171767283880668	ABHIJEET SA PVT LTD

Items per page: 5 | 1 - 4 of 4 | < >

Create Cancel

Welcome, [redacted]
Logged in with PE ID 1201 [redacted]

My SMS Chain(S)

Requested Pending for Approval Registered

Search

[+ Create New Chain](#)

Note: Chain ID is clickable to view details.

Chain ID	Telemarketer Name	Telemarketer ID	Requested Date
1215172959697146280	ABHIJEET AUTO PVT LTD	1202171767259348364	22-10-2024
1215172959039325414	ABHIJEET PVT LTD	1202171767185890428	22-10-2024

Items per page: 5 1 - 2 of 2

PE-TM Chain Initiation



chain creation has been successfully initiated Successful IDs:
1202171767259348364

[OK](#)

Principal Entity – Chain Initiation

Selected TMs are notified with an email to take further action on the chain request

Welcome, [User Name]
Logged in with PE ID 1201 [User ID]

My SMS Chain(S)

[+ Create New Chain](#)

Requested | Pending for Approval | Registered | Rejected

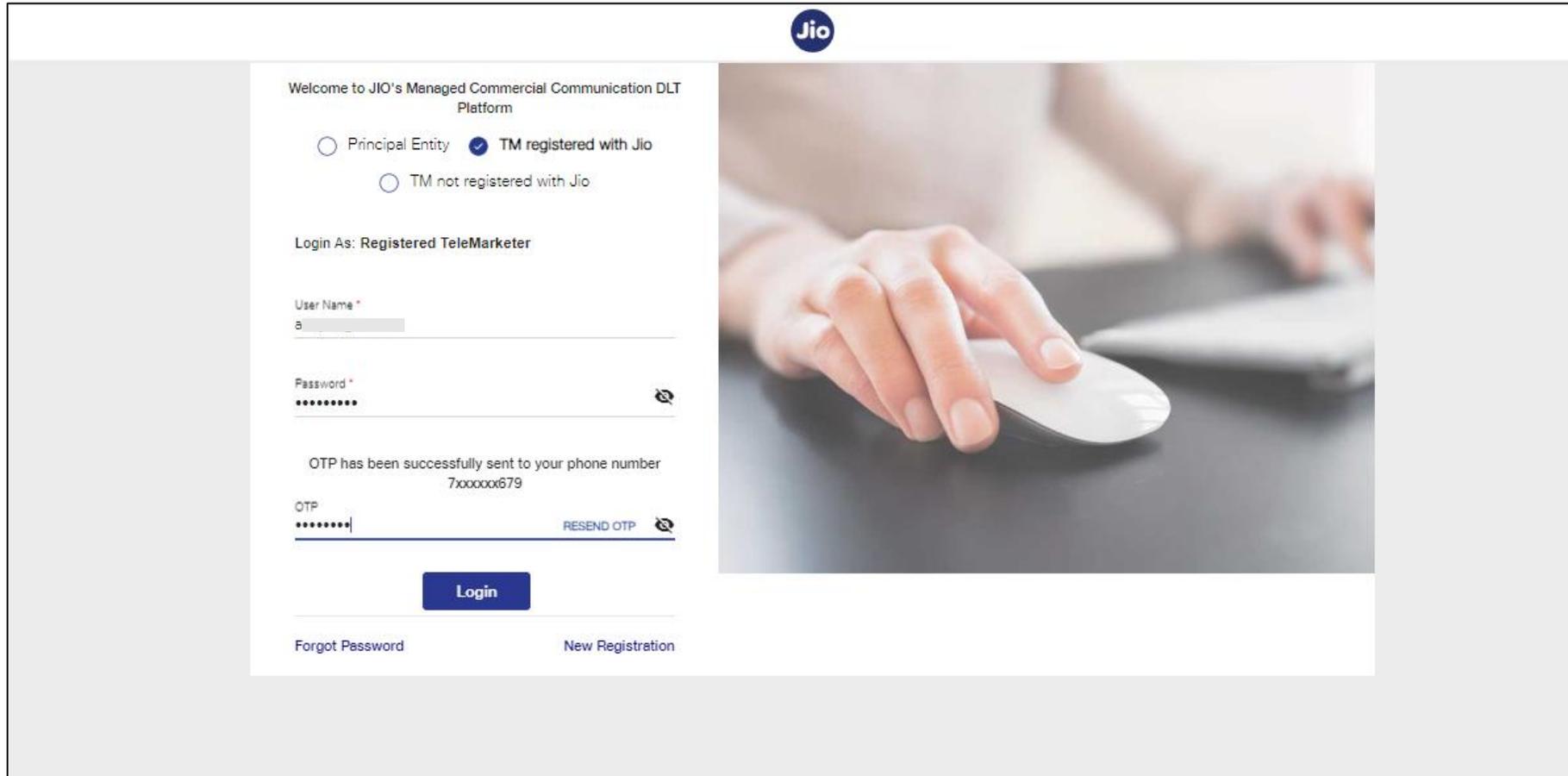
Search

Note: Chain ID is clickable to view details.

Chain ID	Telemarketer Name ↑	Telemarketer ID ↑	Requested Date ↑
1215172959697146280	ABHIJEET AUTO PVT LTD	1202171767259348364	22-10-2024
1215172959039325414	ABHIJEET PVT LTD	1202171767185890428	22-10-2024

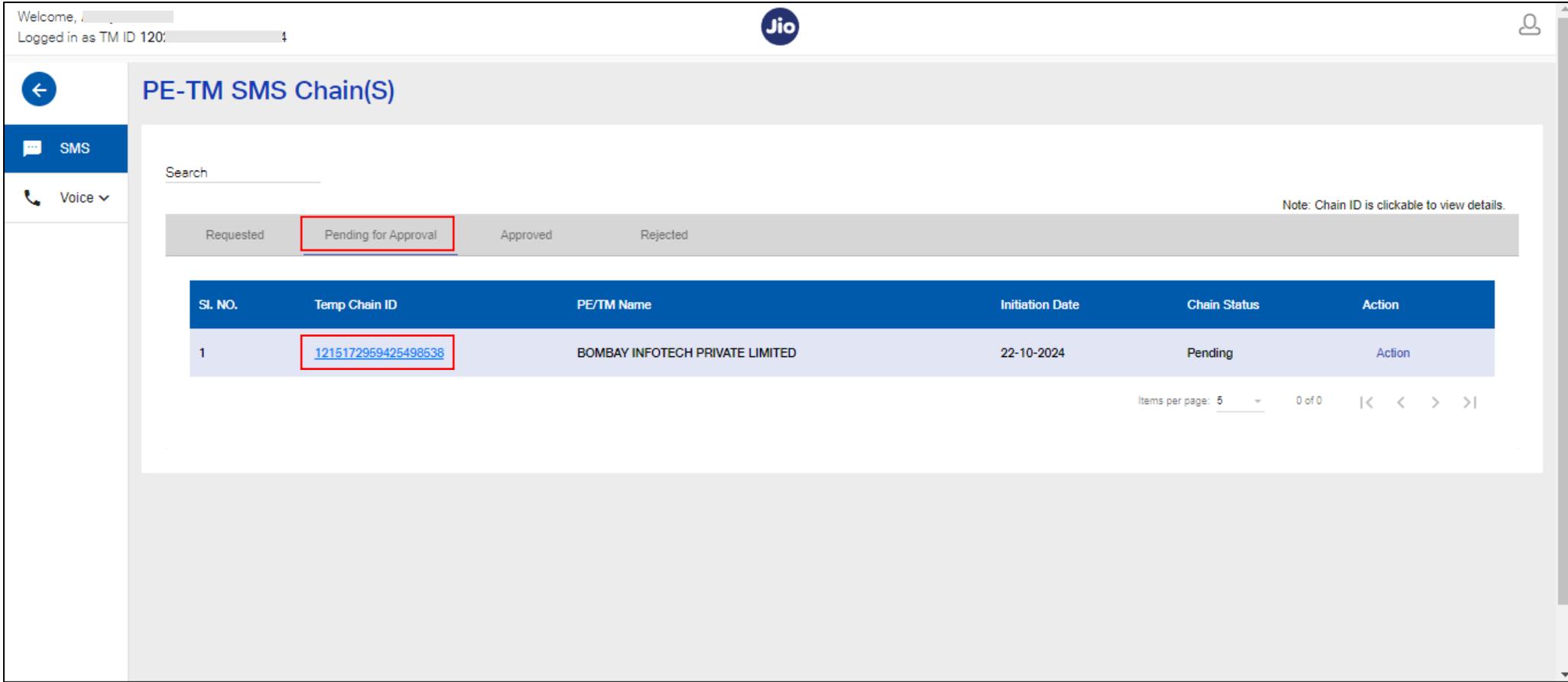
Items per page: 5 | 1 - 2 of 2 | < >

- If TM is registered with Jio Trueconnect, please select 'Telemarketers registered with Jio' on Login Page.
- If TM is not registered with Jio but registered with another TSP (on DLT), please select 'Telemarketers not registered with Jio' on Login page



The screenshot shows the Jio login interface for Telemarketers. At the top, the Jio logo is displayed. Below it, the text reads "Welcome to JIO's Managed Commercial Communication DLT Platform". There are three radio button options: "Principal Entity", "TM registered with Jio" (which is selected), and "TM not registered with Jio". Below these options, it says "Login As: Registered TeleMarketer". The form includes a "User Name" field with the letter 'a' entered, a "Password" field with masked characters and a visibility toggle, and an "OTP" field with masked characters and a "RESEND OTP" link. A "Login" button is positioned below the OTP field. At the bottom, there are links for "Forgot Password" and "New Registration". To the right of the form is a background image of a person's hand using a computer mouse.

PE-TM SMS Chain → Pending for Approval → Chain ID hyperlink



Welcome, [User Name]
Logged in as TM ID 120: [User ID]

PE-TM SMS Chain(S)

Search

Note: Chain ID is clickable to view details.

Requested **Pending for Approval** Approved Rejected

Sl. NO.	Temp Chain ID	PE/TM Name	Initiation Date	Chain Status	Action
1	1215172969425498538	BOMBAY INFOTECH PRIVATE LIMITED	22-10-2024	Pending	Action

Items per page: 5 0 of 0 |< < > >|

Action → Approve

Welcome, [User Name]
Logged in as TM ID 1202 [User Name]

My SMS Chain / Pending Detail

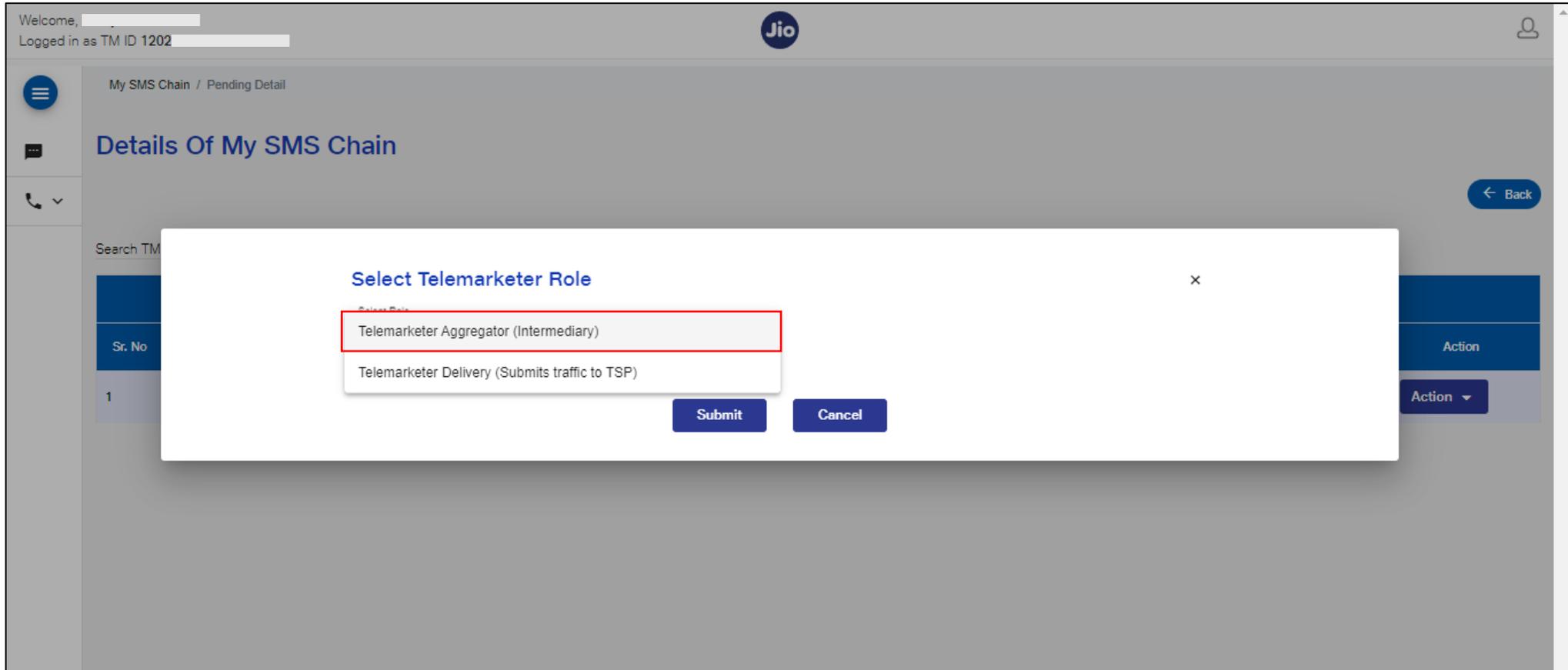
Details Of My SMS Chain

← Back

Search TMID/TM Name

Sr. No	Requester		Request Sent To		Request Date	Status	Role	Approve Date	Action
	Telemarketer ID	Telemarketer Name	Telemarketer ID	Telemarketer Name					
1	1201164603939521640	BOMBAY INFOTECH PRIVATE LIMITED	-	-	22-10-2024	Requested	Pending		Action ▾ Approve Reject

Select role (Telemarketer Aggregator) from drop-down



Search and select other TMs → Approve

Welcome, [User Name]
Logged in as TM ID 1202166564522989273

My SMS Chain / Pending Detail

Select Telemarketer Role

Selected Telemarketers:
URVI INDIA (ID: 1202166564522989273)

Select Role: Telemarketer Aggregator (Intermediary) | Search TMD/TM Name: 1202166564522989273

Select	TM ID	Name	Status
<input checked="" type="checkbox"/>	1202166564522989273	URVI INDIA	Active

Items per page: 5 | 1 - 1 of 1

Submit Cancel

Welcome, [User Name]
Logged in as TM ID 12021 [User ID]

My SMS Chain / Pending Detail

Details Of My SMS Chain

Search TMID/TM Name

Success [Close]

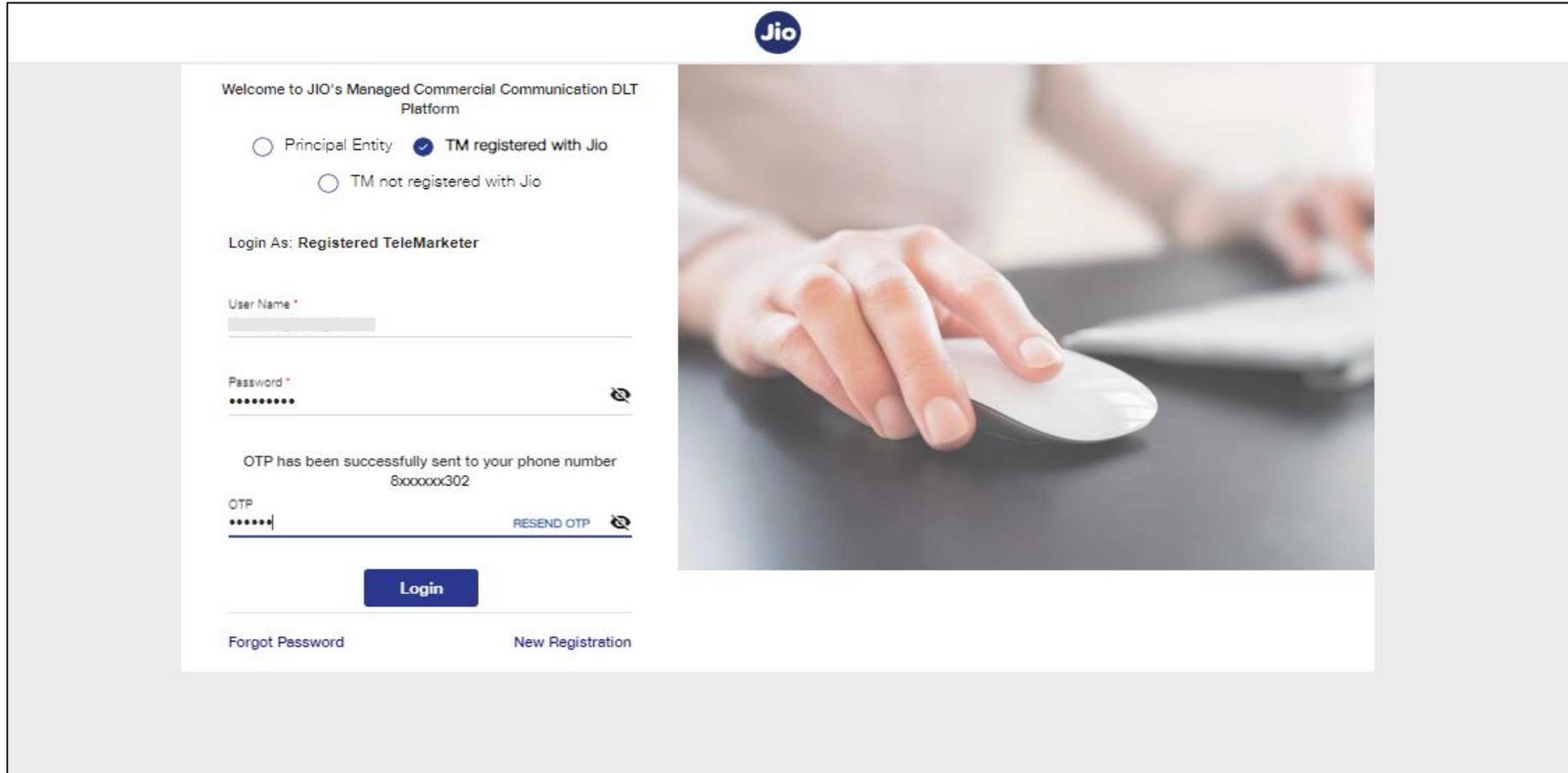
Approval processed successfully for IDs:
1202166564522989273

OK

[← Back](#)

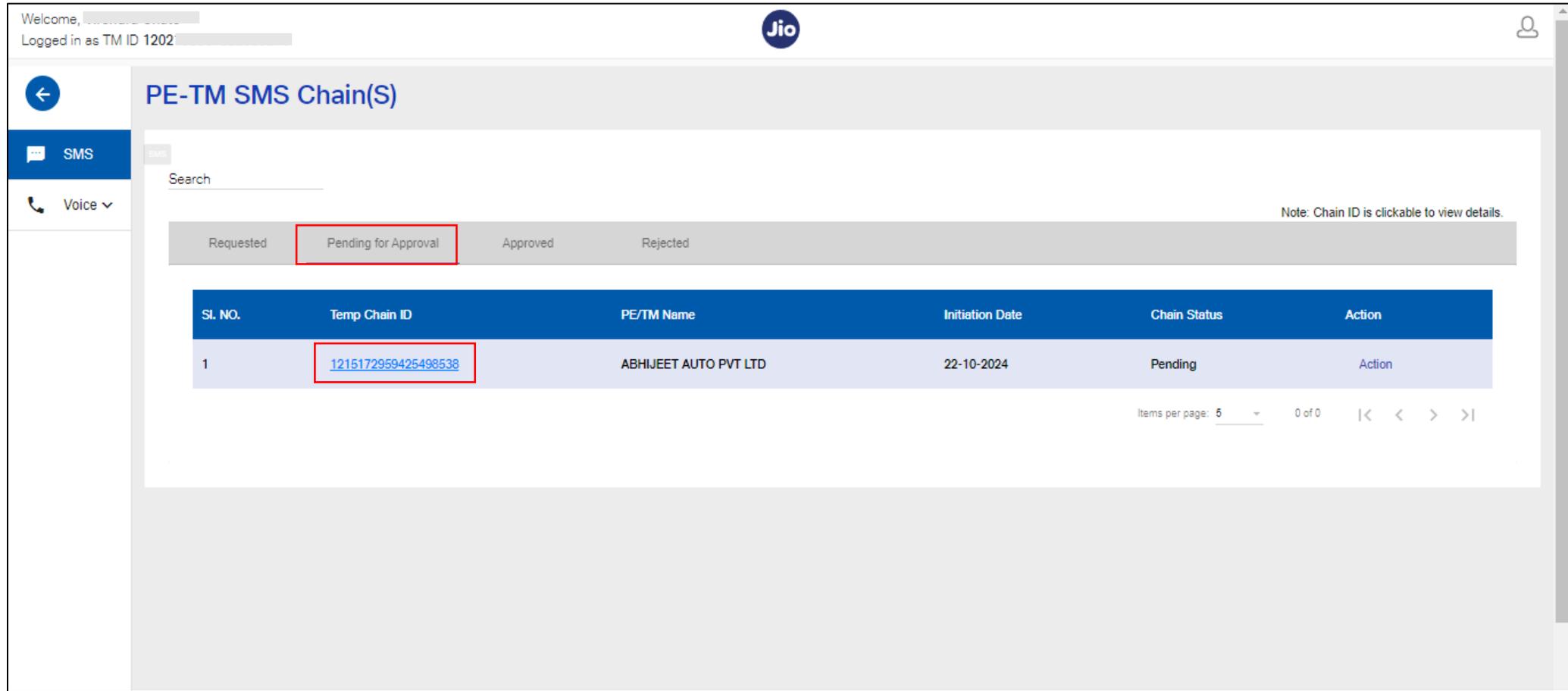
Sr. No	Requester		Request Sent To		Request Date	Status	Role	Approve Date	Action
	Telemarketer ID	Telemarketer Name	Telemarketer ID	Telemarketer Name					
1	1201164603939521640	BOMBAY INFOTECH PRIVATE LIMITED	-	-	22-10-2024	Requested	Pending		Action ▾

- If TM is registered with Jio Trueconnect, please select 'Telemarketers registered with Jio' on Login Page.
- If TM is not registered with Jio but registered with another TSP (on DLT), please select 'Telemarketers not registered with Jio' on Login page



The screenshot displays the Jio login interface for Telemarketers. At the top, the Jio logo is visible. Below it, the text reads "Welcome to JIO's Managed Commercial Communication DLT Platform". There are three radio button options: "Principal Entity", "TM registered with Jio" (which is selected), and "TM not registered with Jio". Below these options, the text "Login As: Registered TeleMarketer" is displayed. The form includes a "User Name" field, a "Password" field with a toggle for visibility, and an "OTP" field. A message states "OTP has been successfully sent to your phone number 8xxxxx302". There is a "RESEND OTP" link next to the OTP field. A blue "Login" button is positioned below the OTP field. At the bottom, there are links for "Forgot Password" and "New Registration". The background of the page shows a person's hand using a computer mouse.

My SMS Chain → Pending → Chain ID hyperlink



Welcome, [redacted]
Logged in as TM ID 1202

PE-TM SMS Chain(S)

SMS

Voice

Search

Note: Chain ID is clickable to view details.

Requested Pending for Approval Approved Rejected

Sl. NO.	Temp Chain ID	PE/TM Name	Initiation Date	Chain Status	Action
1	1215172959425498538	ABHIJEET AUTO PVT LTD	22-10-2024	Pending	Action

Items per page: 5 0 of 0 |< < > >|

Action → Approve

Welcome, [User Name]
Logged in as TM ID 1202

My SMS Chain / Pending Detail

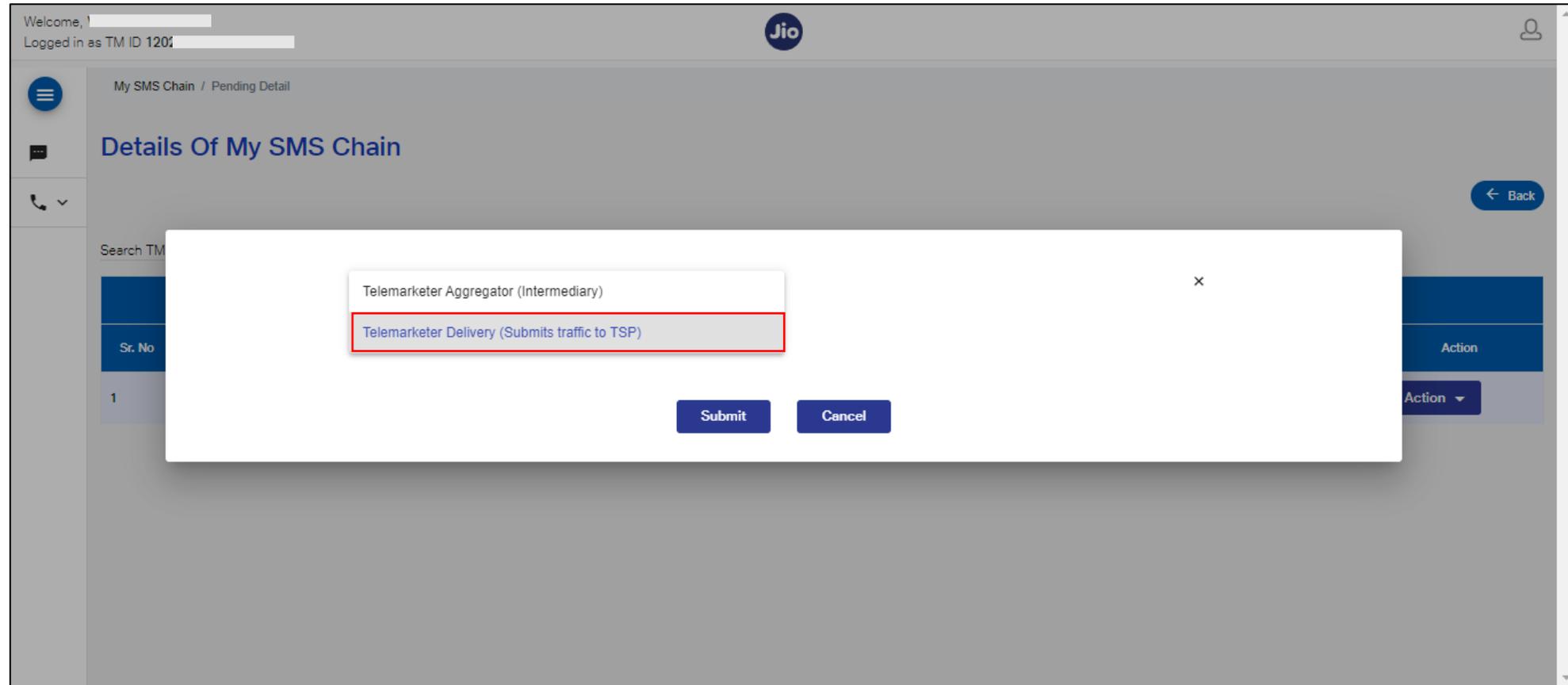
Details Of My SMS Chain

← Back

Search TMID/TM Name

Sr. No	Requester		Request Sent To		Request Date	Status	Role	Approve Date	Action
	Telemarketer ID	Telemarketer Name	Telemarketer ID	Telemarketer Name					
1	1202171767259348364	ABHIJEET AUTO PVT LTD	-	-	22-10-2024	Requested	Pending		Action ▾ Approve Reject

Select role (Telemarketer Delivery) from drop-down → Approve



Welcome, [redacted]
Logged in as TM ID 120, [redacted]

My SMS Chain / Pending Detail

Details Of My SMS Chain

Search TMID/TM Name

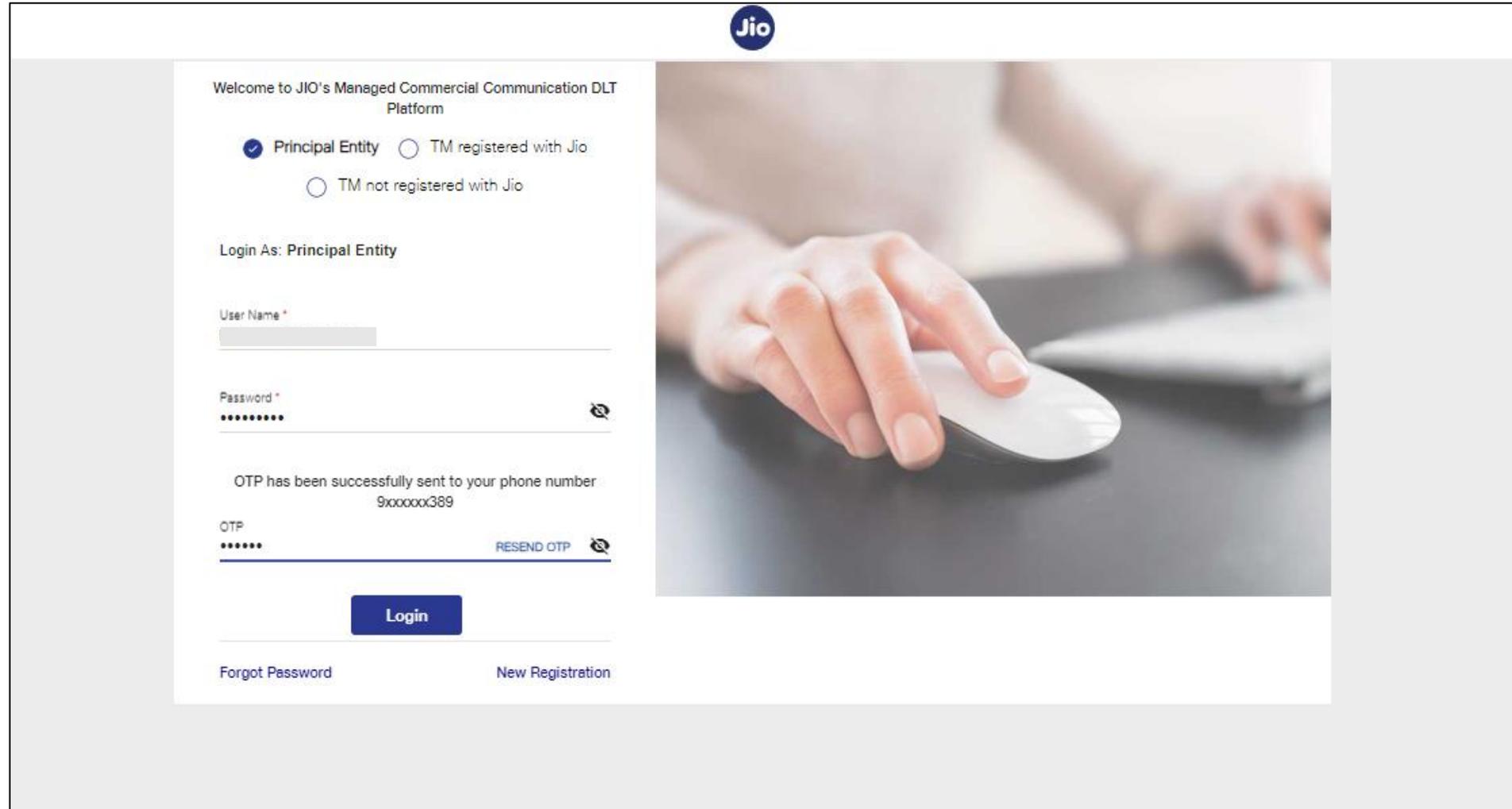
Success [X]

Chain request has been successfully sent to PE for final approval

OK

Sr. No	Requester		Request Sent To		Request Date	Status	Role	Approve Date	Action
	Telemarketer ID	Telemarketer Name	Telemarketer ID	Telemarketer Name					
1	1202171767259348364	ABHIJEET AUTO PVT LTD	-	-	22-10-2024	Requested	Pending		Action ▾

[← Back](#)



Welcome to JIO's Managed Commercial Communication DLT Platform

Principal Entity TM registered with Jio
 TM not registered with Jio

Login As: Principal Entity

User Name *

Password *

OTP has been successfully sent to your phone number
9xxxxxx389

OTP

RESEND OTP

Login

[Forgot Password](#) [New Registration](#)

MY TELEMARETERS → My SMS Telemarketers → Chain hyperlink

Welcome, [User Name]
Logged in with PE ID 12C [User Name]

My SMS Chain(S)

[+ Create New Chain](#)

Requested **Pending for Approval** Registered Rejected

Search

Note: Chain ID is clickable to view details.

Chain ID	Telemarketer Name (Source)	Telemarketer ID (Source)	Created Date	Action
1215172959426498538	BOMBAY INFOTECH PRIVATE LIMITED	1201164603939521640	22-10-2024	Action

Items per page: 5 1 - 2 of 2

Chain Summary with associated TM(s) details

Welcome, [redacted]
Logged in with PE ID 1201 [redacted]

Jio

PE-TM Chain Summary Details [← Back](#)

Chain ID: 1215172959425498538

Search

Requester			Request Sent To			
Sr. No	Source ID	Source Name	Destination ID	Destination Name	Role	Chain Status
1	1201164603939521640	BOMBAY INFOTECH PRIVATE LIMITED	1202171767259348364	ABHIJEET AUTO PVT LTD	Telemarketer Aggregator	Approved
2	1202171767259348364	ABHIJEET AUTO PVT LTD	1202166564522989273	URVI INDIA	Telemarketer Delivery	Approved

Showing 1 to 2 of 2 entries

Items per page: 5 | 1 - 2 of 2 | < < > >

Action → Approve

Welcome, [redacted]
Logged in with PE ID 1201 [redacted]

My SMS Chain(S) + Create New Chain

Requested Pending for Approval Registered Rejected

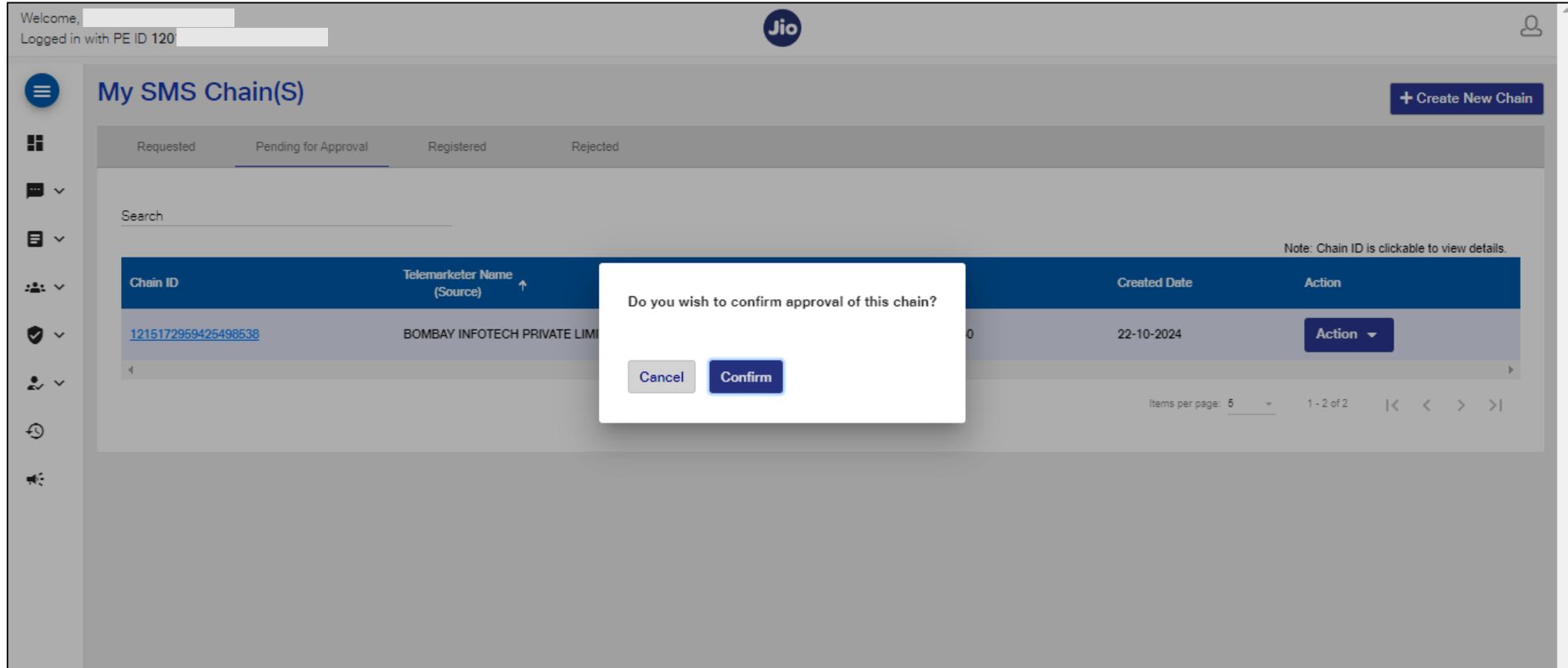
Search

Note: Chain ID is clickable to view details.

Chain ID	Telemarketer Name (Source) ↑	Telemarketer ID (Source) ↑	Created Date	Action
1215172959425498538	BOMBAY INFOTECH PRIVATE LIMITED	1201164603939521640	22-10-2024	Action ↓ Approve Reject

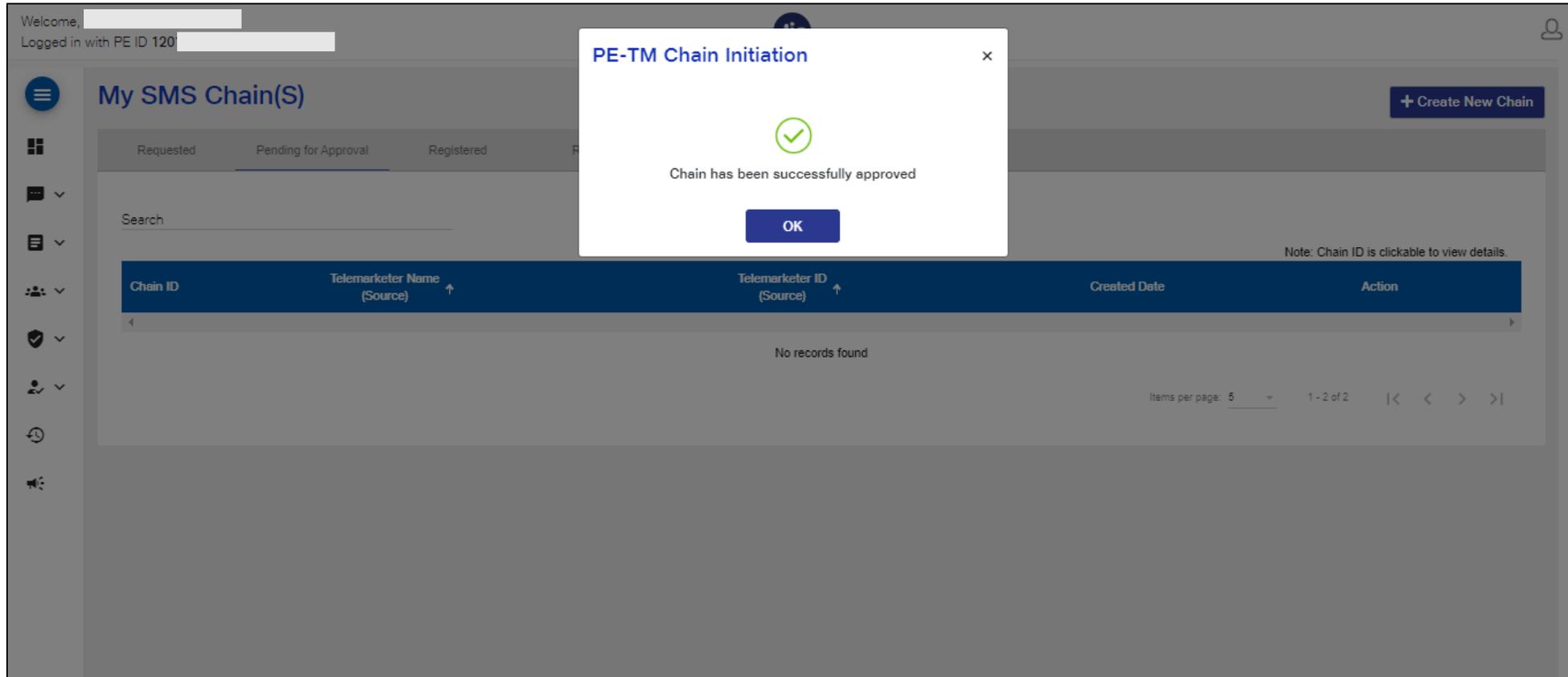
Items per page: 5

'Confirm' to create chain on DLT



The screenshot displays the 'My SMS Chain(S)' interface in the Jio system. The user is logged in with PE ID 120. The interface shows a table of SMS chains with columns for Chain ID, Telemarketer Name (Source), Created Date, and Action. A confirmation dialog is overlaid on the table, asking 'Do you wish to confirm approval of this chain?' with 'Cancel' and 'Confirm' buttons. The table contains one entry with Chain ID 1215172959425498538 and Telemarketer Name BOMBAY INFOTECH PRIVATE LIM. The Action column for this entry has a dropdown menu.

Chain ID	Telemarketer Name (Source)	Created Date	Action
1215172959425498538	BOMBAY INFOTECH PRIVATE LIM	22-10-2024	Action



Welcome, [redacted]
Logged in with PE ID 120 [redacted]

My SMS Chain(S)

Requested Pending for Approval Registered

Search

Note: Chain ID is clickable to view details.

Chain ID	Telemarketer Name (Source)	Telemarketer ID (Source)	Created Date	Action
No records found				

Items per page: 5 1 - 2 of 2

PE-TM Chain Initiation x



Chain has been successfully approved

OK

Principal Entity Action

The Chain request moves from 'Pending' to 'Registered' and Chain ID is created. It can be used for sending SMS traffic.

Welcome
Logged in with PE ID 120

My SMS Chain(S)

[+ Create New Chain](#)

Requested Pending for Approval **Registered** Rejected

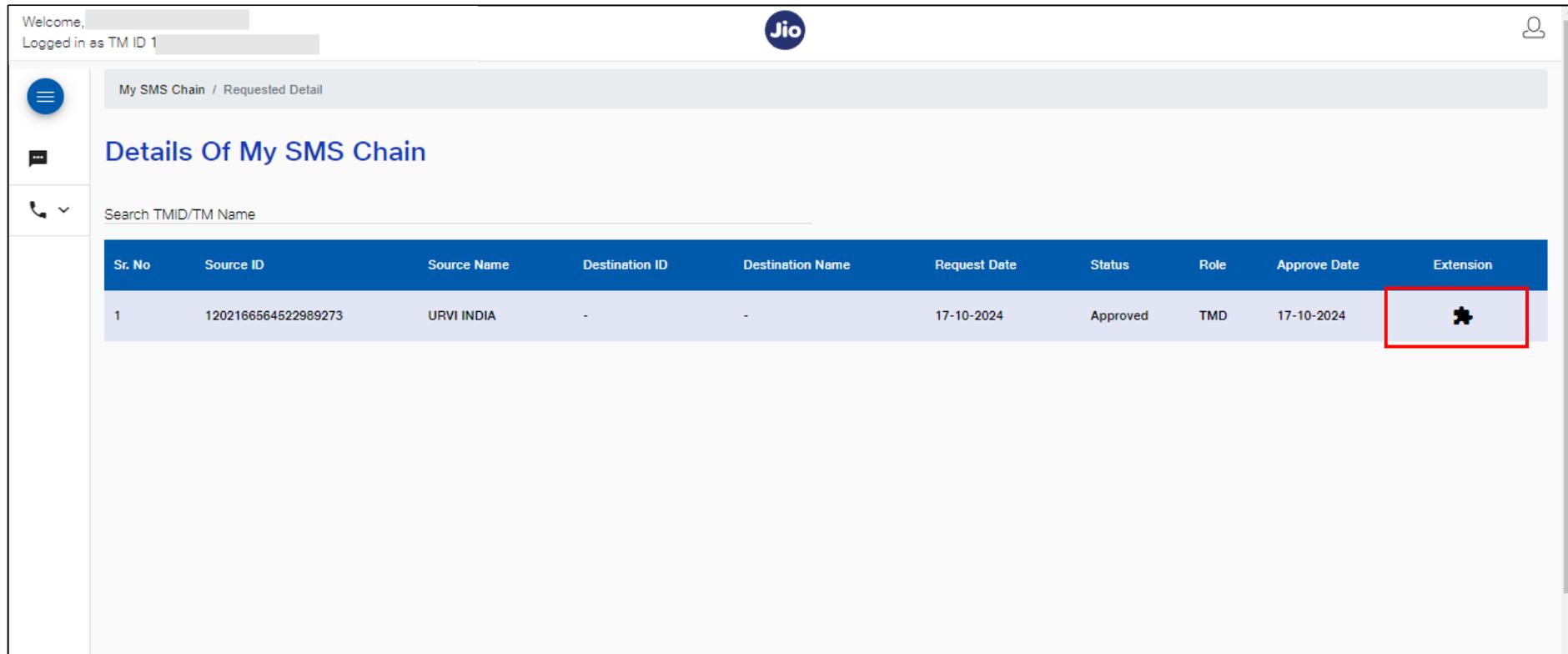
Search

Note: Chain ID is clickable to view details.

Chain ID	Telemarketer Name ↑	Telemarketer ID ↑	Requested Date ↑	Chain Status ↑
1215172959425498538	ABHIJEET AUTO PVT LTD	1202171767259348364	22-10-2024	Active
1215172951284675706	URVI INDIA	1202166564522989273	21-10-2024	Active
1215172949606268463	ASASASAS	1202164387799058129	21-10-2024	Active

Items per page: 5 0 of 0 << < > >>

If the TM wants multiple chains (Requested, Pending, Registered),
Extension → Select Role (for another chain) → Approve
If Telemarketer Delivery then no further nomination
If Telemarketer Aggregator then nominate further TM(s)



Welcome, [redacted]
Logged in as TM ID 1 [redacted]

My SMS Chain / Requested Detail

Details Of My SMS Chain

Search TMID/TM Name

Sr. No	Source ID	Source Name	Destination ID	Destination Name	Request Date	Status	Role	Approve Date	Extension
1	1202166564522989273	URVI INDIA	-	-	17-10-2024	Approved	TMD	17-10-2024	

Telemarketer Aggregator (Exceptions)

If total number of chain participants exceed 5, TM & PE will have to acknowledge the same.

The screenshot shows a web application interface with a modal dialog box titled "Warning". The dialog box contains the following text: "Please be informed that your requested PE-TM Chain may face rejection or blocking as it exceeds the standard limit of 5 participants, including the Principal Entity and Telemarketer Delivery, as recommended by the TRAI. Should you wish to proceed, kindly acknowledge the declaration and continue." Below the text are two buttons: "OK" and "Cancel".

The background interface is titled "Select Telemarketer R...". It includes a search bar with "URVI INDIA (ID: 1202166564522989273)" entered. Below the search bar, there is a "Select Role" dropdown menu set to "Telemarketer Aggregator (Intermediary)" and a "Select TM" dropdown menu set to "1202166564522989273".

Below the dropdowns is a table with the following columns: "Select", "TM ID", "Name", and "Status".

Select	TM ID	Name	Status
<input checked="" type="checkbox"/>	1202166564522989273	URVI INDIA	Active

At the bottom of the form, there are "Submit" and "Cancel" buttons. The page also shows a "Back" button on the right side.

Login - Telemarketer registered with Jio



The screenshot shows the Jio login page for a telemarketer. At the top, the Jio logo is displayed. Below it, the text reads "Welcome to JIO's Managed Commercial Communication DLT Platform". There are three radio button options: "Principal Entity", "TM registered with Jio" (which is selected), and "TM not registered with Jio". Below these options, it says "Login As: Registered TeleMarketer". There are two input fields: "User Name *" and "Password *". Below the password field, a message states "OTP has been successfully sent to your phone number 8xxxxxx302". There is an "OTP" input field with a "RESEND OTP" link. A blue "Login" button is at the bottom. At the very bottom, there are links for "Forgot Password" and "New Registration". To the right of the form is a blurred image of a person's hand using a computer mouse.

Login – Telemarketer not registered with Jio



Primary TM details are populated from DLT for authentication. If the TM has to get them modified, they must connect with the TSP they registered with first.

The screenshot shows the Jio login page for a telemarketer. At the top, it says "Welcome to JIO's Managed Commercial Communication DLT Platform". There are three radio buttons: "Principal Entity", "TM registered with Jio", and "TM not registered with Jio". The "TM not registered with Jio" option is selected. Below this, it says "Login As: Non Jio TeleMarketer". There are two input fields: "TeleMarketer ID" with the value "10" and "PAN No." with the value "AAI". A message states "OTP has been successfully sent to your phone number 9xxxxxx928 and email address yaXXXXXXXe@ril.com". There are two input fields for OTP: "Enter Mobile OTP" and "Enter Email OTP", both with "*****" and a green checkmark icon. A "Login" button is at the bottom.

THANK-YOU