



# Central Depository Services (India) Limited

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## COMMUNIQUÉ TO REGISTRAR & TRANSFER AGENTS

CDSL/OPS/RTA/POLCY/2024/196

October 29, 2024

### AMENDMENT MEASURES TO CURB MISUSE OF HEADERS AND CONTENT TEMPLATES UNDER TELECOM COMMERCIAL COMMUNICATION REGULATIONS, 2018, TRAI

Issuers / RTAs are advised to refer our communique no. **CDSL/OPS/RTA/POLCY/2024/140** dated **August 27, 2024**, regarding amendment measures to curb misuse of headers and content templates under Telecom Commercial Communication Regulation, 2018 TRAI.

As per the above mentioned communique, Issuers / RTAs were advised to note that, now the Authority, in exercise of the powers conferred upon it under section 13, read with sub-clauses (i) and (v) of clause (b) of sub-section (1) of section 11, of the Telecom Regulatory Authority of India Act, 1997 (24 of 1997) and the provisions of the Telecom Commercial Communications Customer Preference Regulations, 2018 (6 of 2018), hereby directs all the Access Providers to ensure that —

(a) *end-to-end implementation of 140xxx numbering series on DLT platform, including migration of existing telemarketers and scrubbing of calls as per regulations, is completed latest by 30<sup>th</sup> September 2024;*

(b) *traffic containing URLs/ APKs/ OTT links/ Call back numbers, which are not whitelisted, is not permitted **with effect from 01st September 2024**;*

(c) *the messages from Principal Entities to the recipients are traceable and, **with effect from 01st November 2024**, all messages, where the chain of Telemarketers is not defined or does not match, are rejected.*

(d) *whenever misuse of Headers and/ or Content Templates is noticed or reported -*

*i. traffic from concerned Sender is suspended by all the Access Providers immediately, till such time the Sender files a complaint/ FIR with the Law Enforcement Agency for such misuse of its Headers and Content Templates under the law of land, and the Sender reviews all its Headers and Content Templates and takes corrective measures as per the regulations to prevent misuse of its Headers and other credentials.*

*ii. Delivery-Telemarketer identifies the entity that has pushed traffic from such Headers or Content Templates into the network and files a complaint/ FIR for misusing Headers and Content Templates of other entity with the Law Enforcement Agency (LEA), under the law of the land, against such entity within two business days, failing which the Originating Access Provider (OAP) files a complaint/ FIR against the concerned Delivery-Telemarketer and traffic from concerned Delivery-Telemarketer is suspended by all the Access Providers immediately, till such time a complaint/ FIR*



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*is made by the Delivery-Telemarketer; and the entity that pushed the traffic is blacklisted by Originating Access Provider as well as all other Access Providers for a period of one year;*  
*(e) when a complaint is registered due to registration of Content Template in wrong category, the Content Template is blacklisted by the OAP; and if five Content Templates of such Sender are blacklisted for registration under wrong category, the OAP suspends the services of the Sender, for one month or till such time all the Content Templates of the Sender are reverified, whichever is later;*  
*(f) one Content Template is not linked with more than one Header;*  
*(g) all the Headers and Content Templates registered on DLT comply with the regulations and directions issued thereunder latest within 30 days of the issue of this direction.*

**Issuers / RTAs are again requested to confirm whether necessary action are taken in compliance with TRAI directions to ensure genuine communications sent by you to investors / market participants are not interrupted.**

Queries regarding this communiqué may be addressed to: CDSL – Helpdesk Emails may be sent to: [dprtastupport@cdslindia.com](mailto:dprtastupport@cdslindia.com) and connect through our IVR Number 022-62343333 .

**For and on behalf of  
Central Depository Services (India) Limited**

sd/-

**Nilesh Shah  
Asst. Vice President**