

TRAI (Telecom Regulatory Authority of India) has established several **regulations and guidelines** for Bulk SMS services to curb spam, ensure consumer protection, and streamline business communication. These norms are outlined primarily under the **Telecom Commercial Communications Customer Preference Regulations (TCCCPR), 2018**. Below are the key TRAI norms for Bulk SMS services:

## **Key TRAI Norms for Bulk SMS (As per TCCCPR, 2018)**

### **1. DLT (Distributed Ledger Technology) Registration**

- **Mandatory for all businesses and bulk SMS providers.**
- Entities must register as:
  - **Principal Entity (PE):** The sender (e.g., your company).
  - **Telemarketer (TM):** The bulk SMS service provider.

#### **Where to register:**

- On any operator's DLT portal (e.g., Airtel, Jio, Vodafone-Idea).

### **2. Sender ID / Header Registration**

- All senders must register a **Sender ID (Header)** on the DLT platform.
- Types:
  - **Transactional SMS** (e.g., OTPs): Fixed 6-character alpha headers (e.g., "MYDREM").
  - **Promotional SMS:** Fixed numeric headers (e.g., "567890").

### **3. Consent Management**

- Businesses must collect **explicit consent** from customers before sending SMS.
- Consent is captured and managed through DLT platforms.
- Users must have the option to **opt-out**.

### **4. Content Template Registration**

- All SMS content must be **pre-approved and templated**.
- Template includes:
  - Fixed message body.
  - Variables (if needed, e.g., name, OTP).
- Must match exactly with what is sent to avoid blocking.

### **5. Scrubbing Process**

- Before sending, SMS messages are **scrubbed** against:
  - Customer preferences (DND list).
  - Consent data on the DLT.
- Messages that don't match are blocked automatically.

## 6. Penalties for Non-Compliance

- Fines can range from ₹1,000 to ₹50,000 per message for non-compliant SMS.
- Repeated violations can lead to:
  - Header/template suspension.
  - Blacklisting of entity.

## 7. Time Restrictions

- Promotional messages are allowed **only between 10 AM and 9 PM**.
- No time restriction on transactional or service messages.

## 8. Types of Messages (As per TRAI)

Type	Allowed Timing	Header Type	Consent Required
Promotional	10 AM to 9 PM	Numeric	Yes
Transactional	24x7	Alpha	No
Service (Info)	24x7 (with consent)	Alpha	Yes

## Action Items for You as a Bulk SMS Provider

1. **Register on DLT portals** (as Telemarketer and/or Principal Entity).
2. **Help your clients get DLT-registered.**
3. **Ensure message templates are approved.**
4. **Implement consent management.**
5. **Use compliant SMS gateways integrated with DLT.**

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