

Brief on Commercial Communication Customer Preference Regulations 2010

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 customers and non-registered customers in NCPR. TRAI regulation segregates Transactional and Promotional communication pertaining to the end customer. The end customer has the 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, (category code 1)*
- Insurance, Financial products, credit cards (category code 2)*
- Real Estate (category code 3)*
- Education (category code 4)*
- Health Consumer goods and automobiles (category code 5)*
- Communication, Broadcasting, Entertainment, IT (category code 6)*
- Tourism*

What is NCPR?

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

Can you take any measure to de-register yourself on the NCPR?

You can deregister from NCPR by **dialing 1909**.

All registered in NCPR who wish to receive promotional content need to opt-out from NCPR.