

## **Information and Condition to use Route 4 (Transactional SMS)**

### **What Is TRAI?**

TRAI stands for Telecom Regulatory Authority of India and it regulates all the telecommunication businesses all over the India which includes telephone services/broadband Services/telecasting services/DTH etc. TRAI has regularly issued orders and directions on various subjects like tariff, interconnections, Direct To Home (DTH) services and mobile number portability.

### **What is NDNC?**

NDNC is National Do Not Call Registry. It is a part of TRAI itself where any mobile user can register themselves and get rid of unwanted marketing calls/messages. These numbers are generally called as DND (Do Not Disturb) registered numbers. So, basically it is a governmental body whose main motive is to curb the unsolicited communication.

### **Why TRAI introduced Policies?**

Being a Regulatory Authority, TRAI needs to give direction at regular time period to facilitate the telecom users & operators in various ways. The Basic Purpose of implementing latest policy of the transactional & promotional messages is to provide some sort of rid to the mobile users from unwanted telemarketing calls and messages. As Indian technology is growing, so do the market of telemarketing, but this growth of telemarketing actually had become like a curse for the regular mobile users. Users were getting call at anytime in the day as well as night which was quite annoying, and so to facilitate users, TRAI enforced the regulation which automatically handicapped the telemarketers as now they are not able to call/send communication on DND registered numbers.

### **Who can send transactional message as per TRAI specified categories?**

Organization falling under here mentioned categories can send transactional messages:

- 1: Banking/ Insurance/ Financial products/ Credit Cards
- 2: Real Estate
- 3: Education
- 4: Health
- 5: Consumer goods & automobiles
- 6: Communication/ Broadcasting/ Entertainment/ IT
- 7: Tourism & Leisure

### **But what if I am not in the category specified by TRAI, still want to send transactional messages?**

Still you can send the one, just follow the here mentioned procedure,

1. We give you such facility but the very first condition is that the messages should only contain informative things and not any advertisement or any other promotion.
2. Just the user need to get approval from us for the kind of messages he's going to send which is generally called "templates/message formats".

And there are few documentary formalities required (mentioned in footer links).

You can send sms to DND numbers with 6 digit sender ID through our ROUTE-4. The purpose of the sms

Should be purely Transactional or informational as we don't allow you to do any kind of promotional or commercial sms.

All along with that you need to fulfill some conditions if you want to send sms from ROUTE-4 (Transactional SMS)

- You should have OPT-IN DATABASE (Genuine Database collected from you and they must know they are receiving sms from you and you have conformation doc from client. You have to provide us your OPT-IN details that include the screen shot of the portal where your client are registered
- If in future we ask you any kind of proof regarding your data then you should able to provide us data of registration or signed paper for received sms from you, as we are not liable for any kind of complain made from your client.
- If you are not able to provide any proof then you will be liable for

Complaint Number	Penalty (in INR)
1 <sup>st</sup> Complaint	25,000
2 <sup>nd</sup> Complaint	75,000
3 <sup>rd</sup> Complaint	80,000
4 <sup>th</sup> Complaint	120,000
5 <sup>th</sup> Complaint	150,000
6 <sup>th</sup> Complaint	250,000

And if this repeats several times then the violator may get black listed for 2 or more years.

- To eliminate the possibility of any complains, whenever you send sms to any new number from Route-4 then an OPT-OUT sms will also deliver and the credits will be deducted from your account. This procedure will repeat for every new number and once in three month for old data.

**NOTE:** If you fulfill all the conditions then only you are liable for using the DND services.