

Clarification on Media Reports regarding rejection of SMS Campaigns

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The Telecom Regulatory Authority of India (TRAI) has noted certain media reports alleging that TRAI has rejected the application of a political party for sending SMS to its workers in Maharashtra in relation to a campaign of the party. TRAI categorically denies any role in the acceptance or rejection of such individual SMS campaigns. The approval or rejection of SMS message templates is carried out by the Telecom Service Providers (TSPs).

TRAI is not involved in the acceptance or rejection of individual SMS campaigns. These functions are carried out by TSPs in accordance with the framework prescribed under TCCCPR, 2018.

In view of the above, TRAI reiterates that it has no role in the specific instance reported in the media.

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